

EXHIBIT B

**UNITED STATES DISTRICT COURT
DISTRICT OF MINNESOTA**

Smartmatic USA Corp., Smartmatic International
Holding B.V., and SGO Corporation Limited,

Plaintiffs

v.

Michael J. Lindell and MyPillow, Inc.

Defendants

Case No. 22-cv-0098-WMW-JFD



EXPERT REBUTTAL REPORT OF DOUG BANIA

July 9, 2024

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I. Background

1. I, Doug Bania of Nevium LLC (“Nevium”), have been engaged by Benesch, Friedlander, Coplan & Aronoff LLP (“Counsel”) in the case Smartmatic et al. (collectively, “Plaintiffs” or “Smartmatic”) v. Michael J. Lindell (“Mr. Lindell”) and MyPillow, Inc. (“MyPillow”) (collectively, “Defendants”), filed in United States District Court, District of Minnesota (the “Case”). I submitted my initial expert report on September 22, 2023 (the “Initial Report”). The date of this rebuttal report (the “Rebuttal Report”) is July 9, 2024 (the “Rebuttal Report Date”).¹
2. My analysis and opinions are based on the information and documents I have received as of the Rebuttal Report Date and my experience and training, as set forth below. A numbered list of the documents I relied upon is provided in Section IV. Section V contains my qualifications, including a list of publications and expert testimony experience pursuant to information required by Federal Rule of Civil Procedure 26(a)(2)(B).
3. I am the founding principal of Nevium. I have a bachelor’s degree in Cinema from San Francisco State University and a master’s degree in Television, Film, and New Media Production from San Diego State University. I am a Certified Licensing Professional and hold positions on the International Trademark Association’s Trademark Reporter Committee and the Copyright Society’s Website and Social Media Committee.
4. I have over 20 years of experience analyzing and valuing intellectual properties (“IP”), intangible assets, and the businesses that use these assets. I have analyzed a range of IP, including trademarks, copyrights, publicity rights, and internet and social media assets in various industries and contexts. My professional experience includes damages calculations for IP infringement claims, licensing, defamation, transaction advisory, litigation support consulting, and internet and social media investigations. I have been named an expert in over 130 cases, deposed 36 times, and provided trial testimony 10 times. My experience includes 15 litigation matters related to defamation.

¹ Document 1b: Initial Expert Report of Doug Bania. The submission of this Rebuttal Report does not alter the analysis and opinions presented in my Initial Report. Additionally, please refer to my Initial Report for any background information related to Plaintiffs, Defendants, the Case, and the Claims.

A. Scope of the Assignment

5. For my Rebuttal Report, I was asked to review, evaluate, and provide opinions regarding the expert report submitted by Donald Gorowsky on September 22, 2023 (the “Gorowsky Report”).² Mr. Gorowsky was retained by Defendants’ counsel as a damages expert related to the claims of defamation and deceptive trade practices as stated in the Plaintiffs’ First Supplemental Complaint filed on April 7, 2023 (the “Complaint”).³ I understand that Defendants have moved to replace Mr. Gorowsky with Mr. Robert Bowse, who will adopt the analysis and opinions presented in the Gorowsky Report and will not render any new opinions.⁴ Mr. Gorowsky opines that:⁵
- “Smartmatic’s Elections business was reporting declining revenues, losses and negative cash flows prior to January 2021;”
 - “Smartmatic has failed to consider and address factors other than Defendants’ alleged defamation that contribute in whole or in part to any alleged damages claimed by Smartmatic;” and
 - “MyPillow has been negatively impacted financially as a result of Mr. Lindell’s statements regarding the 2020 U.S. election” (the “Impact Opinion”).
6. I was asked only to review and analyze Mr. Gorowsky’s Impact Opinion.⁶ Also, I have not been asked to confirm the accuracy of any information provided to me or provide an analysis or valuation opinion of any businesses, intellectual properties, or intangible assets owned by Plaintiffs or Defendants.
7. The analysis and conclusions in this Rebuttal Report are based upon the documents and information reviewed as of the Rebuttal Report Date, along with my background in defamation, internet and social media analytic tools, and financial analysis. I also reserve the right to respond to opinions and issues presented by other experts in this Case. Additionally, I reserve the right to

² Document 1c: Expert Report of Donald Gorowsky.

³ Document 1a: First Supplemental Complaint.

⁴ Each reference to Mr. Gorowsky in this Rebuttal Report refers to the report and opinions adopted by Mr. Bowse.

⁵ Document 1c: Expert Report of Donald Gorowsky, Page 12.

⁶ Document 1c: Expert Report of Donald Gorowsky, Page 23.

use demonstratives and other exhibits to present the opinions expressed in my Initial Report, this Rebuttal Report, and/or any supplemental or amended report.

8. My rate for non-testimony-related services is \$650 an hour and \$750 an hour at deposition and trial. Nevium's support staff is billed at \$450 an hour. Nevium's compensation is not, and will not be, based on the outcome of the Case.

B. Rebuttal Report Investigation and Alleged Impact Period

9. Mr. Gorowsky analyzes MyPillow's 2018 to 2022 financial statements and retail sales information. Therefore, the "Investigation Period" is from January 1, 2018, to December 31, 2022. Additionally, Mr. Gorowsky claims that MyPillow's financial performance was negatively impacted in 2021 and 2022 due to Mr. Lindell's statements on the 2020 U.S. election.⁷ Therefore, the "Alleged Impact Period" is from January 1, 2021, to December 31, 2022.

C. Documents Considered and Not Received

10. A complete list of the documents reviewed in preparation for this Rebuttal Report is in Section IV. Additionally, Mr. Gorowsky relies on MyPillow's consolidated financial statements, retail sales data, and interviews with Mr. Lindell and Michael Thomas (MyPillow's Controller). As of the Rebuttal Report Date, Defendants have not provided the following information:
 - DEF11325173: MyPillow's 2018 to 2022 Profit & Loss Statement used to develop Exhibits 5 and 5-A of the Gorowsky Report;⁸
 - DEF11325174: MyPillow's 2022 sales by retailer information used to develop Exhibit 6 of the Gorowsky Report;⁹ and
 - Transcripts related to Mr. Gorowsky's interviews with Mr. Lindell and Mr. Thomas.¹⁰

⁷ Document 1b: Initial Expert Report of Doug Bania. Please refer to my Initial Report for a timeline and explanation of Mr. Lindell's statements. Mr. Lindell's first statement relevant to this Case occurred on February 5, 2021, but I was not provided monthly financial data for MyPillow. Therefore, my analysis was limited to MyPillow's annual financial data.

⁸ Document 1c: Expert Report of Donald Gorowsky, PDF Pages 40-45.

⁹ Document 1c: Expert Report of Donald Gorowsky, PDF Page 46.

¹⁰ Document 1c: Expert Report of Donald Gorowsky, Page 9.

11. Therefore, I also relied on Mr. Gorowsky's reproduction of MyPillow's 2018 to 2022 Profit & Loss Statement and 2022 sales by retailer data as outlined in Exhibits 5, 5-A, and 6 of the Gorowsky Report.
12. Further, I understand discovery is still open and Smartmatic has requested several documents, including:
 - MyPillow's updated 2022 and 2023 financial statements;
 - Information regarding financial resources dedicated to the publications at issue in this Case; and
 - Loan details between MyPillow and Mr. Lindell.
13. Defendants have not provided this information as of the Rebuttal Report Date. Therefore, I reserve the right to revisit this analysis and amend these conclusions and opinions should additional information and/or documents become available for review.

II. Rebuttal of Mr. Gorowsky's Impact Opinion

14. Mr. Gorowsky's Impact Opinion is that "MyPillow has been negatively impacted financially as a result of Mr. Lindell's statements regarding the 2020 U.S. election."¹¹ Mr. Gorowsky analyzed MyPillow's (i) "Retail Sales" generated from third-party retail partnerships, (ii) "Direct Sales" generated through MyPillow.com, and (iii) profitability to form the Impact Opinion. However, Mr. Gorowsky's analysis of these metrics does not provide sufficient evidence to support his opinion that MyPillow's financial performance has been negatively impacted as a result of Mr. Lindell's statements regarding the 2020 U.S. election. The following subsect detailed my review of the Impact Opinion and MyPillow's Retail Sales, Direct Sales, and profitability.

A. Retail Sales Analysis

15. Mr. Gorowsky claims Retail Sales decreased during the Alleged Impact Period as numerous retailers stopped doing business with MyPillow due to Mr. Lindell's statements regarding the 2020 U.S. election.¹² Despite this, Mr. Gorowsky provides no evidence or analysis to support

¹¹ Document 1c: Expert Report of Donald Gorowsky, Page 23.

¹² Document 1c: Expert Report of Donald Gorowsky, Pages 23-25.

this claim. Therefore, I performed a Google investigation to determine if any articles or internet posts explained why retail customers stopped doing business with MyPillow.

16. My Google investigation included Walmart, Bed Bath & Beyond, Kohl's, BJ's Wholesale Club, JC Penney, and others that Mr. Gorowsky claims terminated their relationship with MyPillow due to Mr. Lindell's statements on the 2020 U.S. election.¹³ To perform my Google investigation, I searched terms such as "why did retailers discontinue business with MyPillow," "retailers that ended contracts with MyPillow," "Walmart contract with MyPillow," and other similar terms. As presented in Schedule 3, my Google investigation identified:

- Walmart discontinued doing business with MyPillow due to pricing disputes and because MyPillow products failed to meet customer satisfaction criteria;
- Bed Bath & Beyond ceased business with MyPillow due to underperforming sales and because they wanted to focus on growth in its key category products.;
- Kohl's stopped its business with MyPillow due to decreased customer demand, causing lower sales performance;
- Zulily terminated its contract with MyPillow in July 2020, before Mr. Lindell's comments about the 2020 U.S. election;
- BJ's Wholesale canceled orders with MyPillow for internal reasons; and
- JC Penney ended its business with MyPillow due to poor product sales performance.

17. Based on these findings, there is no evidence retailers have stopped doing business with MyPillow due to Mr. Lindell's statements on the 2020 U.S. election.¹⁴ Instead, retailers have stopped doing business with MyPillow due to lower product demand and sales performance, products failing to meet customer satisfaction, internal strategy changes, and pricing disputes. Even if Mr. Lindell's statements contributed to the decrease in MyPillow's Retail Sales, Mr. Gorowsky has not established the portion of Retail Sales specifically lost due to Mr. Lindell's comments on the 2020 U.S. election as opposed to other factors.

¹³ Document 1c: Expert Report of Donald Gorowsky, Pages 24-25.

¹⁴ Documents 5a through 5f: Articles related to why MyPillow lost retail customers.

B. Direct Sales Analysis

18. Mr. Gorowsky claims that Direct Sales increased in 2020 and 2021 due to the introduction of new products and MyPillow's continued investment in advertising. Mr. Gorowsky then claims Direct Sales decreased in 2022 due to product fatigue and customer alienation due to Mr. Lindell's statements related to the 2020 U.S. election.¹⁵
19. First, higher Direct Sales in 2020 and 2021 resulted in an increase in Total Sales by \$116.0 million and \$176.1 million, respectively. Mr. Gorowsky claims these increases were driven by the new products introduced in 2020, including comforters, duvets, blankets, robes, and sleepwear.¹⁶ As of the Rebuttal Report Date, neither the financial documents provided to me nor those relied on by Mr. Gorowsky include sales data broken down by product category. Without this information, the exact sales impact of these new products cannot be determined.
20. However, the financial information relied on by Mr. Gorowsky includes details on the cost of goods sold ("COGS") for each product category. This COGS data is presented in Schedule 1a and is summarized in Figure 1 below.

Figure 1: MyPillow's COGS for New Products Introduced in 2020

New Products	2020	2021
Comforters	\$308,681	\$3,296,135
Duvets	\$287,143	\$275,488
Blankets	\$1,357,270	\$2,457,490
Robes	\$440,840	\$1,225,776
Sleepwear	\$605,564	\$616,124
Total New Product COGS	\$2,999,498	\$7,871,013
COGS as a % of Total Sales	39%	49%
Estimated New Product Sales	\$7,769,817	\$16,128,542
Total Sales	\$355,680,366	\$531,756,583
Total COGS	\$137,308,581	\$259,506,601
Increase (Decrease) in Total Sales	\$115,989,595	\$176,076,217
New COGS/Total COGS	2%	3%
Estimated New Sales/Total Sales	2%	3%
Estimated New Sales/Increase in Sales	7%	9%

¹⁵ Document 1c: Expert Report of Donald Gorowsky, Pages 23-25.

¹⁶ Document 1c: Expert Report of Donald Gorowsky, Pages 23-24.

21. As presented in Figure 1, 2020 and 2021 COGS for these new products are minimal compared to MyPillow's total COGS. Additionally, I estimated the sales of these new products for 2020 and 2021 to determine their contribution to both total sales and the increase in total sales.¹⁷ These estimates indicate that new product sales in 2020 and 2021 were a small portion of total sales and the increase in total sales. Therefore, Mr. Gorowsky incorrectly assumes that the new products introduced in 2020 were the main reason for MyPillow's improved financial performance in 2020 or 2021.
22. Mr. Gorowsky then states that MyPillow's total sales increased in 2021 due to increased radio and podcast advertising. However, Mr. Gorowsky ignores that 2021 was the peak of the "Defamation Campaign."¹⁸ As stated in my Initial Report, Mr. Lindell disseminated the Defamation Statements on the radio, podcasts, television, and live streams to gain publicity and to encourage people to buy products directly from the MyPillow Website.¹⁹ The \$54.5 million increase in MyPillow's 2021 advertising allowed the company to generate a record \$531.8 million in total sales while decreasing its advertising-to-revenue ratio from an average of 33.1% to 31.4%.²⁰ As a result, Mr. Lindell's Defamation Campaign did not negatively affect MyPillow in 2021. In fact, the Defamation Campaign did what Plaintiffs allege: it drove sales directly to the MyPillow Website.²¹
23. Additionally, Mr. Gorowsky claims MyPillow experienced reduced Direct Sales in 2022 due to product fatigue and customer alienation caused by Mr. Lindell's statements regarding the 2020 U.S. election.²² However, product fatigue is unrelated to Mr. Lindell's presidential election

¹⁷ See Schedule 1a. As mentioned, I have not received segmented revenue data for the new products. Therefore, I estimated 2020 and 2021 new product sales by using the following formula: (New Product COGS) / (Total COGS / Total Sales)

¹⁸ Document 1b: Initial Expert Report of Doug Bania, Paragraphs 14 and 15. As presented in my Initial Report, Mr. Lindell made claims that Smartmatic was used to attack and steal the 2020 election, among other claims. These defamatory statements were disseminated through a defamation campaign which included Mr. Lindell's cyber symposium, his documentary series, and several media appearances.

¹⁹ Document 1b: Initial Expert Report of Doug Bania, Pages 15 and 25. Also, Schedule 4 indicates Google searches for Mr. Lindell spiked in February 2021 and August 2021. These are the periods in which Mr. Lindell released the Absolute Documentary Series and held the Cyber Symposium. Google Trends displays Google search interest in a particular topic and/or person over a period of time. Google normalizes search data and scales it on a range of 0 - 100 based on a topic's proportion to all searches on all topics (Document 3b: FAQ About Google Trends Data).

²⁰ Schedule 1a.

²¹ Document 1a: First Supplemental Complaint, Paragraphs 7 and 383

²² Document 1c: Expert Report of Donald Gorowsky, Page 25. Mr. Gorowsky only compares 2022 and 2021 sales. He fails to consider that 2022 sales remained at similar or higher levels than 2018, 2019, and 2020.

claims. Also, Mr. Gorowsky does not provide any analysis, testimony, surveys, or other information to support the claim that customers were alienating MyPillow. More importantly, Mr. Gorowsky fails to acknowledge other factors that could affect MyPillow's financial performance, such as decreased 2022 advertising expenses.²³ As presented in Schedule 1a, a review of MyPillow's return on advertising spend shows:

- From 2020 to 2021, advertising increased by \$53.9 million, resulting in an increase in total sales of \$176.1 million; but
- From 2021 to 2022, advertising decreased by \$50.0 million, resulting in a decrease in total sales of \$177.5 million.

24. Based on these findings and Mr. Gorowsky's logic, the decrease in 2022 advertising spend caused MyPillow's 2022 Direct Sales and total sales to decrease, not Mr. Lindell's statements regarding the 2020 U.S. election. Even if Mr. Lindell's statements contributed to the decrease in MyPillow's Direct Sales, Mr. Gorowsky has not established the portion of Direct Sales specifically lost due to Mr. Lindell's comments on the 2020 U.S. election.

C. Profit Analysis

25. Mr. Gorowsky claims MyPillow's profits decreased during the Alleged Impact Period because it lost "higher-profit" Retail Sales due to Mr. Lindell's statements regarding the 2020 U.S. election.²⁴ Mr. Gorowsky also claims that higher product and freight costs contributed to this decrease in profit.
26. First, Mr. Gorowsky claims MyPillow's Retail Sales are "highly profitable and critical to its success"²⁵ but provides no financial analysis or information to support this claim. The financial documents provided to me and those relied upon by Mr. Gorowsky do not separate the retail

²³ Document 1c: Expert Report of Donald Gorowsky, Page 25. Mr. Gorowsky states that significant advertising costs are needed to generate direct sales.

²⁴ Document 1c: Expert Report of Donald Gorowsky, Page 25. Mr. Gorowsky claims that MyPillow's Retail Sales are more profitable than Direct Sales because Direct Sales require more advertising costs, affiliate marketing costs, and revenue sharing.

²⁵ Document 1c: Expert Report of Donald Gorowsky, Page 23

business from the direct-to-consumer business. Without this separation, the actual impact of MyPillow's retail business on overall financial performance cannot be determined.²⁶

27. Additionally, Mr. Gorowsky cites increased freight and product costs as reasons MyPillow experienced lower net product profits during the Alleged Impact Period. Retail companies across the United States experienced higher merchandise costs, manufacturing inputs, freight, fuel, and wages.²⁷ These higher prices are supported by the observed increase in inflation, which went from 1.23% in 2020 to 4.7% in 2021, followed by a forty-year high of 8.0% in 2022.²⁸ These economic factors are unrelated to Mr. Lidell's comments regarding the 2020 U.S. election.

28. Further, Mr. Gorowsky fails to consider all the factors that affected MyPillow's profits, such as increases in other expenses during the Alleged Impact Period. The increased expenses that contributed to lower profits for MyPillow include:

- Payroll expenses in 2021 and 2022;
- Insurance expenses in 2021 and 2022;
- Occupancy expenses in 2021 and 2022;
- Aircraft operating expenses in 2021 and 2022;
- Bank charges in 2021 and 2022;
- Vendor late fees in 2021 and 2022;
- Interest expenses in 2022; and
- Depreciation in 2021 and 2022.²⁹

²⁶ See Schedule 1b. Based on MyPillow's consolidated financial statements, MyPillow's net product income and net ordinary income did decrease from 2020 to 2021. However, 2021 profits were higher than its historical average. During 2021, MyPillow also averaged \$50.2 million less in Retail Sales compared to its historical average. Therefore, Retail Sales do not appear as critical to MyPillow's overall financial performance as Mr. Gorowsky claims.

²⁷ Document 2b: Navigating inflation in retail - McKinsey

²⁸ Document 2a: U.S. Inflation Rates; Document 2b: Navigating inflation in retail - McKinsey

²⁹ See Schedule 1a

29. As a result, factors other than Mr. Lindell's comments on the 2020 U.S. election contributed to lower net product income and net ordinary income in 2021,³⁰ as well as lower gross profits, net product income, and net ordinary income in 2022. Even if Mr. Lindell's statements contributed to any decrease in MyPillow's profits during the Alleged Impact Period, Mr. Gorowsky has not established the portion of profits specifically lost due to Mr. Lindell's comments on the 2020 U.S. election.

III. Rebuttal Opinions

30. After reviewing the documentation listed in Section IV and performing an investigation and analysis supported by my experience in financial analysis, I arrived at the following rebuttal opinions:

- Mr. Gorowsky does not provide sufficient evidence to prove MyPillow has been negatively impacted financially due to Mr. Lindell's statements regarding the 2020 U.S. election. Even if Mr. Lindell's statements contributed to any decrease in MyPillow's financial performance, Mr. Gorowsky has not established the portion of MyPillow's sales or profits specifically lost due to Mr. Lindell's comments on the 2020 U.S. election.
- MyPillow's Retail Sales decreased for several reasons unrelated to Mr. Lindell's comments regarding the 2020 U.S. election, including lower product demand and sales performance, products failing to meet customer satisfaction, changes in internal strategies, and pricing disputes.
- The publicity generated by Mr. Lindell's statements regarding the 2020 U.S. election positively impacted MyPillow's 2021 and 2022 Direct Sales, which were higher than historical performance.
- MyPillow's 2021 profits were higher than historical levels. Additionally, MyPillow's 2022 profits were lower than in 2020, but various factors unrelated to Mr. Lindell's comments regarding the 2020 U.S. election likely contributed to this performance. This

³⁰ As mentioned, MyPillow's 2021 net product income and net ordinary income were lower compared to 2020 results but higher than historical averages.

includes product fatigue, changes in advertising strategies, higher COGS, freight, wages, aircraft operating expenses, and others.

31. My rebuttal opinions in this Case are based upon the documents and information reviewed as of the Rebuttal Report Date and my financial analysis expertise. Should additional information and/or documents become available for review, I reserve the right to update this analysis, and if necessary, update any opinions offered here. This includes but is not limited to MyPillow's updated 2022 and 2023 financial statements, information regarding financial resources dedicated to the publications at issue in this Case, and loan details between MyPillow and Mr. Lindell.
32. I reserve the right to respond to opinions and issues raised by any opposing experts. I reserve the right to use demonstratives and other exhibits to present the opinions expressed in my Initial Report, this Rebuttal Report, and/or any supplemental or amended reports.

Submitted by:



Doug Bania

IV. Documents Relied Upon

DOC #	Document Title
1a	First Supplemental Complaint
1b	Initial Expert Report of Doug Bania
1c	Expert Report of Donald Gorowsky
2a	U.S. Inflation Rates - Macrotrends
2b	Navigating Inflation in Retail - McKinsey and Company
3a	Google Trends - Michael J Lindell
3b	FAQ about Google Trends data - Trends Help
4a	Sales by Customer 2018 - 83M
4b	Sales by Customer 2019 - 74M
4c	Sales by Customer 2020 - 49M
4d	Sales by Customer 2021 - 19M
5a	Mike Lindell Says Walmart Is 'Canceling' Him and Pulling His Products - Insider
5b	MyPillow Conspiracy Theories Put Company on the Spot - The New York Times
5c	MyPillow Still in Costco - USA Today
5d	Bed Bath & Beyond and Kohl's Will Drop MyPillow - Insider
5e	Retailers Like Kohl's and Bed Bath and Beyond Have Ditched MyPillow - Insider
5f	Stores Drop MyPillow - AP News
5g	Document 5a Google Search - Walmart Contract With MyPillow
5h	Document 5b Google Search - Wayfair and Zulily Contract with MyPillow
5i	Document 5c Google Search - Costco Contract with MyPillow
5j	Document 5d Google Search - Bed Bath & Beyond Contract with MyPillow
5k	Document 5e Google Search - Retailers that Ended Contracts with MyPillow
5l	Document 5f Google Search - MyPillow Election Claims Retailers

V. Doug Bania CV

Expert Witness History

Domino's Pizza LLC v. Francis I. Borges, Arbitration No. 01 23 0002 1612, filed with the American Arbitration Association in Michigan. **Defamation Damages and Social Media Analytics**, Expert Report, Arbitration Testimony, 2024

Eric Coomer v. Make Your Life Epic LLC dba ThriveTime Show, Reopen America LLC dba ReAwaken America Tour, and Clayton Thomas Clark, Case No. 1:21-cv-03440-WJM-KAS. **Defamation, Internet, and Social Media Analytics**, Expert Report, 2024

CME International, LLC v. The Timepiece Gentleman, Case No. 24-1955-FFF, ADR Services. **Reputational Harm and Social Media Analytics**, Expert Mediation Report, 2024

Dawn Dangaard, et al. v. Instagram, LLC, Facebook Operations, LLC, Meta Platforms, Inc., et al., Case No. C22-01101 WHA, USDC Northern District of California. **Subscription-based platforms analyses**, Expert Report, 2024

CoStar Group, Inc. and CoStar Realty Information, Inc. v. Commercial Real Estate Exchange, Inc., Case No. 2:20-cv-08819-CBM-AS. **Copyright Damages**, Expert Consulting, 2024

Smartmatic USA Corp. et al. v. Newsmax Media, Inc., Case No. N21C-11-028 EMD, filed in the Superior Court of the state of Delaware. **Defamation, Internet, and Social Media Analytics**, Expert Report, Deposition, 2024

John H. Schnatter v. 247 Group, LLC d/b/a Laundry Service, Case No. 3:20-cv-000003-BJB-CHL, USDC for the Western District of Kentucky, **Breach of Contract, Economic Damages**, Expert Report, 2024

Anthony Aiello, an individual; Anthony's Worldwide Promotions, LLC, a limited liability company v. Sommer Ray Beaty et al., filed in the Superior Court of the state of California. **Economic Damages**, Expert Consulting, 2024

Wayra Productions LLC and Kevin Pace v. Creative Post Inc., Court File No. CV-20-00648910-0000, Ontario Superior Court of Justice. **Breach of Contract, Economic Damages**, Expert Report, 2023

Moxie Pest Control (Utah), LLC, et al. v. Kyle Nielsen, an individual, et al., Case No. 2:21-CV-00240, USDC, District of Utah, Central Division. **Trade Secret Damages**, Expert Report, Deposition 2023

StreetTrend LLC vs. Good American LLC, Arbitration expert consulting. **Damages in Retail Marketing**, 2023

Macy's IP Holdings, LLC v. Aroma 360, LLC, Case No. 1-21-CV-9631, USDC Southern District of New York. **Trademark Damages**, Expert Report, 2023

Smartmatic USA Corp. et al. v. Michael J. Lindell and My Pillow, Inc., Case No. 22-cv-0098-WMW-JFD, USDC for the District of Minnesota. **Defamation, Internet, and Social Media Analytics**, Expert Report, 2023

Patrice Gordon v. Board of Education for the City of Chicago, et al., Case No. 1:21-CV-00549, USDC for the Northern District of Illinois, Eastern Division. **Defamation, Internet, and Social Media Analysis**, Expert Report, Deposition, 2023

Softwave Tissue Regeneration Technologies, LLC. v. Thomas Kostopoulos and Kostopoulos Investment Holdings, LLC d/b/a Scale Marketing and Consulting, Case No. 1:22-cv-03392-SCJ, USDC, Northern District of Georgia, Atlanta Division. **Trademark Damages**, Expert Consulting, 2023

BakeMark USA, LLC, v. Clark Associates, Inc., The Webstaurant Store, d/b/a Webstaurantstore.com et al., Case No. 2:22-cv-03737, USDC, Central District of California. **Trademark, Reverse Confusion Damages**, Expert Consulting, 2023

Berookhim Royal Catering, Inc., d/b/a Beverly Catering, and Mehran Berookhim v. Shahbaz Farnad, et al., Case No. 20STCV15941, Superior Court of the State of California County of Los Angeles, Central District. **Defamation, Internet, and Social Media Analysis**, Expert Consulting, 2023

Halo Beauty Partners, LLC v. Clark Swanson, Swanson Global Enterprises Inc., et al., Case No. A-21-837645-B, Eighth Judicial District Court, Clark County, Nevada. **Breach of Contract, Economic Damages**, Expert Report, Deposition 2023

John Johnson and Donovan Robinson v. Board of Education for the City of Chicago, et al., Case Nos. 2021-L-001072 and 2021-L-001047, Circuit Court of Cook County, Illinois, County Department, Law Division. **Defamation, Internet, and Social Media Analysis**, Expert Report, 2023

Adriana's Insurance Services Inc., and Adriana Gallardo v. Auto International Insurance Agency, Inc., Eric Pena, Richard Wetzel, and Outfront Media LLC, Case No. 8:22-cv-00174-JLS-ADS, USDC, District of California. **Right of Publicity Damages**, Expert Report, Deposition, 2023

Eric Coomer, PhD., v Michael J. Lindell, Frankspeech LLC, and MyPillow, Inc., Case No. 1:22-cv-01129, USDC, District of Colorado. **Defamation, Internet, and Social Media Analytics**, Expert Report, 2023

Derek Jaeschke v. Bella+Canvas, LLC and Color Image Apparel, Inc., Case No. 19SMCV01008, Superior Court of the State of California County of Los Angeles, West District. **Right of Publicity**, Deposition, 2023

Tireboots by Universal Canvas, Inc. v. Tiresocks, Inc., et al., Case No. 1:20-cv-07404, USDC, Northern District of Illinois. **Trademark Damages**, Expert Report, Deposition, 2023

Hubert Hansen Intellectual Property Trust v. The Coca-Cola Company, Case No. 37-2016-00021046-CU-MC-CTL, Superior Court of the State of California for the County of San Diego, **Right of Publicity**, Deposition, 2023

Global Apogee v. Sugarfina, Inc., Joshua Resnick, Rosie O'Neill, et al., Case No. 2:18-cv-05162 RSWL (Ex), USDC, Central District of California, Western Division (Los Angeles). **Trademark Damages and Google Search Analysis**, Expert Report, 2023

S10 Entertainment & Media LLC, v. Samsung Electronics Co., LTD.; and Samsung Electronics America, Inc, Case No. 2:21-cv-2443, USDC, Central District of California. **Trademark Damages**, Expert Report, Deposition, Trial Testimony, 2023

World Axe Throwing League, Inc, and Lincoln Chicago Holdings, Inc. v. Cold Steel, Inc., Lynn Thompson, and GSM LLC d/b/a GSM Outdoors, Case No. 2:20-cv-11407 JAK (Ex), filed in USDC, Central District of California, Western Division. **Trademark Damages, Causation**, Expert Report, Deposition, Trial Testimony, 2023

Garth Fisher, M.D., d/b/a Garth Fisher Skin Care, LLC, v. Rexford Surgical Institute, Inc., et al., Case no. 2:21-cv-05795-DSF-JPR, USDC, Central District of California, Western Division. **Trademark Damages and Google Search Analysis**, Expert Consulting, 2023

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Pines International, Inc. v. Suja Life, LLC, USDC Southern District of California, Case No. 3:16-cv-00985-GPC-WVG. **Trademark Damages**, Settlement Brief Testimony, 2016

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The Julia Child Foundation for Gastronomy and the Culinary Arts v. DGWB Advertising and Communications, Case No. 8:12-CV-1402SJO, USDC, Central District of California. **Right of Publicity Damages & SEO Analysis**; Expert Report and Deposition, 2013

United Fabrics International, Inc. v. G-III Apparel Group, LTD; dba Wilsons Leather; Mcklein Company, LLC, USDC, Central District of California. **Copyright Damages**; Expert Report, 2013

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Ricky D. Ross v. William Leonard Roberts, II; CV10-4528-PA (RZx), The USDC, Central District of California, Western Division – Los Angeles. **Right of Publicity Damages**; Rebuttal Opinion, 2012

L.A. Printex Industries, Inc. v. Macy's Retail Holdings, Inc., et al.; CV09-3978 DSF (AJWx), USDC, Central District of California. **Copyright Damages**; Expert Report, 2011

John Frederick Dryer, et al. v. National Football League; 0:09-cv-02182-PAM-AJB, USDC, District of Minnesota. **Right of Publicity Damages**; Expert Opinion, 2009

Education & Certifications

Certified Licensing Professional (CLP); 2011

San Diego State University; Masters, Television, Film, New Media Production; 2000

San Francisco State University; Bachelor of Arts, Cinema; 1997

Employment Experience

Nevium Intellectual Property Consultants; San Diego, CA; 2012 – present
Founding Principal: Provide IP strategy, licensing, valuation and expert services

CONSOR Intellectual Asset Management; La Jolla, CA; 2002 – 2012
Principal: Managed client & firm relations and provided expert witness services

Independent Film Producer; Los Angeles, CA; 2000 – 2003
Producer for two award winning short films: Boundaries and Passing Through.

Associations & Memberships

Licensing Executives Society (LES)

International Trademark Association (INTA)

INTA The Trademark Reporter (TMR) Committee

Member, Copyright Society of the United States

Copyright Society, Website & Social Media Committee

American Bar Association (ABA), Section of Intellectual Property Law

American Bar Association – IP Law, Trademarks and the Internet Committee

Publications & Presentations

“Using Internet Analytic Tools to Attack Causation Paves the Way to a \$0 Damages Ruling”
Luncheon Table Topic at the 146th Annual International Trademark Association (INTA)
Meeting, Atlanta, Georgia May 2024

“An Inside Look at the Testimony of Johnny Depp’s Internet and Social Media Analytics
Expert” Luncheon Table Topic at the 146th Annual International Trademark Association (INTA)
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“Profit Apportionment in Intellectual Property Infringement Damages Calculations” Intellectual
Property Valuation Case Law Compendium, Fourth Edition. Business Valuation Resources
(BVR), 2022

“Tools of the Trade: Trends and Developments in IP Valuation and Dealmaking Data and
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“Introduction to Copyright Valuation” Chapter 3 in the Practical Guide to Successful Intellectual Property Valuation and Transactions by Kluwer Law International, 2022

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“Can Trademark Infringement Be a Victimless Crime?” Table Topic for the International Trademark Association (INTA), 2021

“Defamation Investigations: A Big Leap in Fighting Back” published in The Intellectual Property Strategist, 2021

“Proving Online Defamation: No Longer a Black Box” published in Law.com: Legaltech News, 2021

“Valuing Brands in the Tech Sector Using an Apportionment Framework” published in the National Association of Certified Valuators and Analysts (NACVA) The Value Examiner, 2021

“Using Internet Analytic Tools for Valuation and Damages Calculations in Internet IP Infringement and Defamation Cases” published as a chapter in The Comprehensive Guide to Economic Damages book by Business Valuation Resources (BVR), 2021

“Profit Apportionment in Intellectual Property Infringement Damages Calculations” published as a chapter in The Comprehensive Guide to Economic Damages book by Business Valuation Resources (BVR), 2021

“Trademark and Brand Valuation” webinar for the Confederation of Indian Industry (CII), 2021

“What to Look for When Valuing a Cannabis Business” Cannabis Business Times, 2019

“Internet Tools for Intellectual Property Analysis” presented as a webinar for the Certified Patent Valuation Analyst certification, 2019

“Investigating Online IP Infringement and Calculating Damages for Internet Related Disputes” presented at the University of San Diego School of Law, 2019

“Nevium: Influencer Marketing Meets Intellectual Property” Forbes, 2019

“Calculating the Value of Influencer Marketing and Impact of Infringement” Attorney at Law Magazine, 2019

“Building Cannabis IP Includes Both Your Brand and Your Technology” Entrepreneur, 2019

“Can Trademark Infringement Be a Victimless Crime? The Stone Creek v. Omnia Case” International Journal of Law and Public Administration, Redfame Publishing Inc., 2018

“Apportionment Models: Valuing the Contribution of Intangible Property and Assets in Disputes” A Special Series Webinar on New Economic Damages Guide. Business Valuation Resources (BVR), 2018

“Using Internet Analytic Tools for Valuation and Damages Calculations in Internet IP Infringement and Defamation Cases” published as a chapter in The Comprehensive Guide to Economic Damages book by Business Valuation Resources (BVR), 2018

“Profit Apportionment in Intellectual Property Infringement Damages Calculations” published as a chapter in The Comprehensive Guide to Economic Damages book by Business Valuation Resources (BVR), 2018

The Florida Bar Business Law Section, 9th Annual Intellectual Property Symposium. Panel on the Blurred Lines trial – Speaking as the copyright damages and apportionment expert. St. Pete Beach, FL, April 2018

“Proving Infringement in Online Trademark Disputes” Luncheon Table Topic at the 140th Annual International Trademark Association (INTA) Meeting, Seattle, WA May 2018

“Building Brands and Maximizing Value” Workshop Session presented at the Licensing Executive Society (LES) 2017 Spring Meeting entitled Stronger Economies Through Licensing, Washington, DC, May 2017

“Blurred Lines – Music Industry Damage Calculations” Panel Session presented at SXSW, Austin, TX, March 2017

“Non-Traditional Marks and the Traditional Practice” Luncheon Table Topic for the International Trademark Association (INTA), San Diego, CA, February 2017

The Use of Analytic Tools for Valuation and Damages Calculations in Internet IP Infringement and Defamation Cases” published as a chapter in Calculating Economic Damages in Intellectual Property Infringement Cases book by Business Valuation Resources (BVR), October 2016

“Misuses of IP Over the Internet: Searching for Value.” Business Valuation Resources (BVR) Special Series Webinar: The Comprehensive Guide to Economic Damages, July 2016

“The Use of Analytic Tools for Valuation and Damages Calculations in Internet IP Infringement and Defamation Cases” published as a chapter in The Comprehensive Guide to Lost Profits and Other Commercial Damages book by Business Valuation Resources (BVR), May 2016

“Brand Valuation and Techniques” presented at the Conference on Brand Valuation; University of New Hampshire School of Law and The Franklin Pierce Center for Intellectual Property. Concord, New Hampshire, April 2016

“Valuation and Damages Calculations in Cases Involving Internet IP Infringement and Defamation.” NACVA Webinar Series, April 2016

“Brand Due Diligence: Tools and Techniques for Supporting Successful Brand Driven Transactions” Luncheon Table Topic at the International Trademark Association (INTA) Annual Meeting, Orlando, FL, May 2016

“Employing Internet and Social Media Analytical Tools in Valuation and Damages Calculations” Featured Presenter at the NACVA and the CTI’s 2016 Annual Conference. San Diego, CA, June 2016

“Apportioning Copyright Damages: The Case of Blurred Lines” published in the Journal of Intellectual Property Law and Practice, Vol. 10, No. 12, November 2015

“Intellectual Property Valuation: Methodologies and Case Studies” presented at the American Society of Appraisers (ASA), San Diego Chapter monthly meeting, San Diego, 2015

“Blurred Lines or Fuzzy Math: How Did They Come Up with \$7.3 Million or was it \$5.3 Million? – Damage Calculations in the Music Industry, New York State Bar – Entertainment Business Law Seminar in Association with CMJ Music Marathon, New York, 2015

“Internet Analytic Tools for Brand Valuation, Damages and Defamation” Luncheon Table Topic at the International Trademark Association (INTA) 2015 Annual Meeting, San Diego, CA

“Valuation and Damages Calculations in Cases Involving Internet IP Infringement and Defamation” presented at the NACVA and the CTI’s 2015 Annual Conference, June 2015

“How to Calculate Damages for Internet and Social Media Infringement” presented at the 36th Annual BAA/PMA Marketing Law Conference, 2014

“Calculating Damages from Internet IP Infringement and Defamation” presented at the Internet Law Leadership Summit, 2014

“Estimating and Managing the Economic Impact of Brand Disparagement” published in the World Trademark Review, 2014

“SFIA Legal Task Force Series: Intellectual Property Litigation & Valuation” presented to the Sports & Fitness Industry Association members, 2013

“Copyright Valuation and Damages: Different Tools for Different Challenges” presented to The State Bar of California, Intellectual Property Law Section, 2013

“Key Concepts in Intellectual Property Valuation” presented to various law firms, 2012

“Intellectual Property Valuation,” presented to various law firms, 2011

“Valuing Your Brand for Sale or Securitization”, presented to LIMA members, 2011

“Valuing the Intangible: Where to Start? The Full Family of Intellectual Property and Other Intangibles,” CLE presented to various law firms, 2010

“Valuation, Licensing, Damages and Expert Witnesses,” CLE presented to various law firms, 2009

“Brand Leverage and Valuation” presented to various corporations, 2008

“Deceptive Product Endorsement: Unauthorized Use of a Celebrity’s Name and Likeness,”
published in Total Licensing Magazine, 2006



Schedules for Doug Bania - Nevium

**Smartmatic USA Corp., Smartmatic International Holding B.V., and SGO Corporation Limited
v.**

Michael J. Lindell and My Pillow Inc.

List of Schedules

Schedule 1a	MyPillow Financial Performance
Schedule 1b	The Gorowsky Report's Summary of MyPillow's Profit & Loss Statements
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Schedule 3	Nevium Google Investigation
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Nevium Intellectual Property Consultants

MyPillow Financial Performance**Schedule 1a**

Source: Document: 1c: Gorowsky Expert Report, Exhibit 5-A

My Pillow, Inc. Profit and Loss Statement										
In \$USD	2018	2019	2020	2021	2022	2018	2019	2020	2021	2022
Income										
3000 Sales										
3001 · TSC	\$2,239,887	\$968,395	\$53,269	\$1,200	\$0	1%	0%	0%	0%	0%
3002 · Telebrand Retail Sales	\$22,811,281	\$0	\$162	\$108	\$0	8%	0%	0%	0%	0%
3003 · Affirm, Inc.	\$2,087,462	\$0	\$0	\$0	\$0	1%	0%	0%	0%	0%
3004 · QVC	\$16,020,568	(\$1,542,134)	\$2,015	\$0	\$0	6%	-1%	0%	0%	0%
3007 · Jeffco Fibres	\$0	\$0	\$0	\$0	\$0	0%	0%	0%	0%	0%
3008 · Costco	\$10,706,732	\$0	\$0	\$0	\$0	4%	0%	0%	0%	0%
3009 · Rent to Own	\$77,178	\$12,890	\$0	\$972	\$0	0%	0%	0%	0%	0%
3010 · Bed Bath and Beyond	\$3,131,402	\$4,284,994	(\$264,073)	(\$29,300)	\$0	1%	2%	0%	0%	0%
3011 · Hy-Vee	\$45,064	\$361,724	\$0	\$0	\$0	0%	0%	0%	0%	0%
3012 · HSN	\$1,095,486	\$308,083	\$23,420	\$0	\$0	0%	0%	0%	0%	0%
3013 · Mills Fleet Farm	\$5,774	\$0	\$0	\$0	\$0	0%	0%	0%	0%	0%
3014 · Nexcom/Navv	\$4,909	\$0	\$0	\$0	\$0	0%	0%	0%	0%	0%
3016 · Walmart Department 00022	\$45,906	(\$25)	\$0	\$0	\$0	0%	0%	0%	0%	0%
3017 · Shopko	\$356,394	\$218,341	\$0	\$0	\$0	0%	0%	0%	0%	0%
3018 · Kohl's	\$5,395,956	\$1,708,422	\$0	\$0	\$0	2%	1%	0%	0%	0%
3019 · Rite-Aid	\$49,400	(\$49,400)	\$0	\$0	\$0	0%	0%	0%	0%	0%
3021 · JCPenny	\$678,598	\$96,388	(\$14,105)	\$0	\$0	0%	0%	0%	0%	0%
3022 · CVS Pharmacy	\$0	(\$6,514)	(\$1,026)	\$0	\$0	0%	0%	0%	0%	0%
3023 · Belk	\$190,464	\$471,594	\$0	\$0	\$0	0%	0%	0%	0%	0%
3024 · Ace Hardware	\$0	\$35,336	\$0	\$0	\$0	0%	0%	0%	0%	0%
3025 · Bleedstop	\$405	\$0	\$0	\$0	\$0	0%	0%	0%	0%	0%
3026 · Woot!	\$0	\$172,679	\$45,343	\$0	\$0	0%	0%	0%	0%	0%
3070 · Interco Fulfillment Revenue	\$0	\$0	\$0	\$0	\$156,906	0%	0%	0%	0%	0%
3000 · Sales - Other	\$227,358,284	\$237,932,141	\$360,390,882	\$539,014,339	\$359,878,652	81%	99%	101%	101%	102%
Total · 3000 Sales	\$292,301,149	\$244,972,915	\$360,235,887	\$538,987,319	\$360,035,558	104%	102%	101%	101%	102%
3050 · Returns	(\$11,938,638)	(\$5,416,739)	(\$4,556,101)	(\$7,230,735)	(\$5,779,663)	-4%	-2%	-1%	-1%	-2%
9075 · Customer Royalties	\$86,166	\$134,595	\$580	\$0	\$0	0%	0%	0%	0%	0%
Total Income	\$280,448,667	\$239,690,771	\$355,680,366	\$531,756,583	\$354,255,895	100%	100%	100%	100%	100%

Nevium Intellectual Property Consultants

MyPillow Financial Performance**Schedule 1a**

Source: Document: 1c: Gorowsky Expert Report, Exhibit 5-A

My Pillow, Inc. Profit and Loss Statement										
In \$USD	2018	2019	2020	2021	2022	2018	2019	2020	2021	2022
Cost of Goods Sold										
4000 · COGS - Sheets	\$4,166,165	\$18,497,573	\$15,715,741	\$43,737,328	\$20,913,591	1%	8%	4%	8%	6%
4003 · COGS - Comforters	\$0	\$0	\$308,681	\$3,296,135	(\$243,291)	0%	0%	0%	1%	0%
4004 · COGS - Quilt	\$0	\$0	\$0	\$1,528,769	\$0	0%	0%	0%	0%	0%
4005 · COGS - Towels	\$0	\$635,163	\$8,853,825	\$20,294,492	\$5,862,160	0%	0%	2%	4%	2%
4006 · COGS - Duvet	\$0	\$0	\$287,143	\$275,488	\$0	0%	0%	0%	0%	0%
4007 · COGS - Blankets	\$0	\$0	\$1,357,270	\$2,457,490	(\$7,381)	0%	0%	0%	0%	0%
4008 · COGS - Robes	\$0	\$0	\$440,840	\$1,225,776	\$1,213,600	0%	0%	0%	0%	0%
4009 · COGS - SLIPPERS	\$0	\$0	\$0	\$9,793,080	\$14,527,183	0%	0%	0%	2%	4%
4010 · COGS - Foam	\$34,087,422	\$17,226,805	\$19,848,962	\$32,189,460	\$17,984,811	12%	7%	6%	6%	5%
4011 · COGS - Sleepwear	\$0	\$0	\$605,564	\$616,124	(\$19,651)	0%	0%	0%	0%	0%
4020 · COGS - Fabric	\$10,777,143	\$3,573,282	\$3,979,025	\$12,236,864	\$2,080,103	4%	1%	1%	2%	1%
4022 · COGS - Pillow Cases	\$2,361,431	\$1,747,478	\$1,654,081	\$2,536,260	\$598,635	1%	1%	0%	0%	0%
4023 · COGS - UK	\$566,000	\$0	\$0	\$0	\$0	0%	0%	0%	0%	0%
4025 · COGS - Roll & Go Pillows	\$177,654	(\$1,050,762)	\$4,337	\$0	\$0	0%	0%	0%	0%	0%
4026 · COGS - GO2,PILLOW	\$0	\$0	\$32,448	\$0	\$58,050	0%	0%	0%	0%	0%
4030 · COGS - Sewing	\$5,027,487	\$1,209,101	\$1,947,926	\$3,130,366	\$1,129,461	2%	1%	1%	1%	0%
4035 · COGS - Bed	\$451,606	\$450,865	\$1,187,837	\$7,684,258	\$5,413,904	0%	0%	0%	1%	2%
4036 · COGS - Boxes	\$3,229,400	\$4,012,259	\$3,171,881	\$2,675,201	\$1,994,200	1%	2%	1%	1%	1%
4037 · COGS - Supplies & Materials	\$631,720	\$366,705	\$588,114	\$600,578	\$452,517	0%	0%	0%	0%	0%
4038 · COGS - Repairs & Maintenance	\$277,185	\$78,988	\$139,721	\$80,996	\$47,710	0%	0%	0%	0%	0%
4040 · COGS - Bags	\$626,437	\$410,423	\$573,090	\$960,835	\$420,480	0%	0%	0%	0%	0%
4041 · COGS - Sleeves	\$12,924	\$213,710	\$616,019	\$789,084	\$120,000	0%	0%	0%	0%	0%
4045 · COGS - Marketing/Print	\$322,101	\$115,688	\$83,488	\$361,503	\$192,447	0%	0%	0%	0%	0%
4050 · COGS - Labels/Tags	\$585,705	\$275,789	\$421,977	\$409,072	\$302,349	0%	0%	0%	0%	0%
4055 · COGS - Resellers	\$0	\$0	\$0	\$0	\$0	0%	0%	0%	0%	0%
4060 · COGS - Freight Out	\$22,146,387	\$24,006,664	\$38,142,233	\$71,938,745	\$75,554,913	8%	10%	11%	14%	21%
4065 · COGS - Subcontract - Officer	\$1,278	\$1,205	\$1,205	\$1,812	\$1,139	0%	0%	0%	0%	0%
4070 · COGS - Outside Labor	\$161,391	\$189,913	\$1,217,350	\$1,157,961	\$414,004	0%	0%	0%	0%	0%
4080 · COGS - Toppers	\$26,685,664	\$20,873,179	\$34,296,852	\$33,141,632	\$11,072,250	10%	9%	10%	6%	3%
4090 · COGS - Talent Fee	\$0	\$0	\$0	\$0	\$0	0%	0%	0%	0%	0%
4094 · COGS - Accessory	\$0	\$0	\$0	\$0	\$34,500	0%	0%	0%	0%	0%
4095 · COGS - Book	\$0	\$0	\$1,227,800	\$0	\$0	0%	0%	0%	0%	0%
4096 · COGS - Masks	\$0	\$0	\$0	\$5,221	\$0	0%	0%	0%	0%	0%
4097 · COGS - Sanitizer	\$0	\$0	\$299,887	\$0	\$0	0%	0%	0%	0%	0%
4099 · COGS - Other	\$0	\$64,109	\$234,592	\$6,298,070	\$22,154,843	0%	0%	0%	1%	6%
4100 · COGS - Cost of Goods Sold	\$0	\$0	\$0	\$0	\$0	0%	0%	0%	0%	0%
4105 · COGS - Face Mask	\$0	\$0	\$0	\$0	\$0	0%	0%	0%	0%	0%
4650 · COGS - BLEED STOP	\$0	\$0	\$70,000	\$84,000	\$88,001	0%	0%	0%	0%	0%
4700 · COGS - Product Toyalties	\$0	\$391	\$689	\$0	\$0	0%	0%	0%	0%	0%
4900 · COGS - Depreciation	\$0	\$0	\$0	\$0	\$613,698	0%	0%	0%	0%	0%
4950 · COGS - Section 263A costs	\$0	\$0	\$0	\$0	\$5,709,645	0%	0%	0%	0%	2%
Total COGS	\$112,295,100	\$92,898,527	\$137,308,581	\$259,506,601	\$188,683,868	40%	39%	39%	49%	53%
Gross Profit	\$168,153,577	\$146,792,244	\$218,371,785	\$272,249,982	\$165,572,027	60%	61%	61%	51%	47%

Nevium Intellectual Property Consultants

MyPillow Financial Performance**Schedule 1a**

Source: Document: 1c: Gorowsky Expert Report, Exhibit 5-A

My Pillow, Inc. Profit and Loss Statement										
In \$USD	2018	2019	2020	2021	2022	2018	2019	2020	2021	2022
Expense										
Asset Account	\$0	\$0	\$0	\$0	\$0	0%	0%	0%	0%	0%
COGS Account	\$32	\$0	\$0	\$0	\$0	0%	0%	0%	0%	0%
Income Account	\$0	\$0	\$0	\$0	\$0	0%	0%	0%	0%	0%
Total 5000 · Payroll Expense	\$43,511,551	\$33,277,510	\$33,825,587	\$46,295,714	\$40,202,900	16%	14%	10%	9%	11%
5100 · Advertising/Promotional										
5110 · Website	\$573,469	\$406,121	\$495,937	\$871,722	\$1,269,142	0%	0%	0%	0%	0%
5120 · TV	\$64,834,599	\$56,767,658	\$81,154,786	\$71,627,032	\$60,107,744	23%	24%	23%	13%	17%
5130 · Software	\$1,270,255	\$988,692	\$2,054,527	\$2,547,471	\$2,468,054	0%	0%	1%	0%	1%
5140 · Show Licenses & Permits	\$17,216	\$25,230	\$24,647	\$56,875	\$63,710	0%	0%	0%	0%	0%
5150 · Radio	\$13,392,198	\$11,162,364	\$10,269,972	\$62,932,123	\$34,141,628	5%	5%	3%	12%	10%
5160 · Print Media	\$386,046	\$238,371	\$375,695	\$97,013	(\$4,071)	0%	0%	0%	0%	0%
5170 · Media Dub Costs	\$592,948	\$356,587	\$167,832	\$117,891	\$2,592	0%	0%	0%	0%	0%
5180 · Marketing	\$2,480,925	\$5,015,582	\$6,432,055	\$10,591,122	\$6,021,408	1%	2%	2%	2%	2%
5185 · Digital/Social Media	\$7,546,857	\$4,902,869	\$8,247,627	\$13,569,361	\$9,404,800	3%	2%	2%	3%	3%
5190 · Branding	\$1,204,825	\$1,764,437	\$1,350,807	\$1,506,510	\$502,285	0%	1%	0%	0%	0%
5195 · Booth Fees	\$720,437	\$512,714	\$291,030	\$183,135	\$141,883	0%	0%	0%	0%	0%
5100 · Advertising/Promotional - Other	\$64,996	\$337,512	\$1,372,431	\$2,654,284	\$2,662,807	0%	0%	0%	0%	1%
Total 5100 Advertising/Promotional	\$93,084,771	\$82,478,138	\$112,237,346	\$166,754,538	\$116,781,982	33%	34%	32%	31%	33%
5200 · Office Computer Upgrades	\$152,561	\$77,662	\$139,829	\$207,539	\$33,379	0%	0%	0%	0%	0%
6100 · Automobile Expense	\$69,175	\$40,044	\$56,975	\$75,614	\$101,912	0%	0%	0%	0%	0%
6110 · Insurance Expense	\$152,335	\$256,239	\$435,883	\$901,208	\$1,443,641	0%	0%	0%	0%	0%
6120 · Taxes Paid	\$219,396	\$95,520	\$34,697	\$767,272	\$302,852	0%	0%	0%	0%	0%
6130 · Professional Fees										
6131 · Other	\$243,531	\$149,622	\$333,413	\$511,115	\$372,304	0%	0%	0%	0%	0%
6132 · Legal Fees	\$734,498	\$842,165	\$558,819	\$928,999	\$3,987,706	0%	0%	0%	0%	1%
6133 · Commissions - BOD	\$75,000	\$15,500	\$22,500	\$16,500	\$40,500	0%	0%	0%	0%	0%
6134 · Clinical Studies	\$30,000	\$0	\$0	\$0	\$0	0%	0%	0%	0%	0%
6135 · Accounting	\$159,855	\$53,860	\$56,186	\$61,357	\$66,423	0%	0%	0%	0%	0%
6136 · Loan Fees	\$3,145	\$0	\$0	\$0	\$0	0%	0%	0%	0%	0%
6137 · Management Fees	\$0	\$0	\$5,100,000	\$2,400,000	\$2,400,000	0%	0%	1%	0%	1%
6130 · Professional Fees - Other	\$118,812	\$282,051	\$542,710	\$1,548,470	\$82,424	0%	0%	0%	0%	0%
Total 6130 · Professional Fees	\$1,364,841	\$1,343,198	\$6,613,628	\$5,466,441	\$6,949,357	0%	1%	2%	1%	2%

Nevium Intellectual Property Consultants

MyPillow Financial Performance**Schedule 1a**

Source: Document: 1c: Gorowsky Expert Report, Exhibit 5-A

My Pillow, Inc. Profit and Loss Statement										
In \$USD	2018	2019	2020	2021	2022	2018	2019	2020	2021	2022
6140 · Occupancy Costs	\$4,386,859	\$4,697,329	\$4,242,306	\$5,063,624	\$5,058,959	2%	2%	1%	1%	1%
6148 · Building Maintenance	\$60,520	\$23,724	\$25,318	\$66,081	\$53,015	0%	0%	0%	0%	0%
6149 · Recycle Expense	\$11,763	\$11,118	\$16,954	\$22,511	\$0	0%	0%	0%	0%	0%
6150 · Travel & Entertainment	\$1,178,789	\$894,160	\$427,722	\$383,620	\$445,776	0%	0%	0%	0%	0%
6160 · Aircraft Operation Expenses	\$2,543,521	\$2,672,155	\$2,458,598	\$3,428,982	\$4,199,661	1%	1%	1%	1%	1%
6190 · Fees & Discounts	(\$72,715)	\$288	\$887	(\$90)	(\$1,967)	0%	0%	0%	0%	0%
6200 · Charitable Contributions	\$1,608,564	\$1,430,447	\$3,953,821	\$1,469,273	\$978,968	1%	1%	1%	0%	0%
6210 · Political Contributions	\$0	\$1,675	\$2,560	\$1,000	\$0	0%	0%	0%	0%	0%
6330 · Office Supplies	\$333,137	\$377,960	\$466,633	\$597,726	\$386,529	0%	0%	0%	0%	0%
6335 · Equipment Rental	\$189,213	\$236,329	\$271,469	\$598,570	\$447,049	0%	0%	0%	0%	0%
6337 · Telecommunications	\$527,082	\$525,721	\$819,831	\$842,977	\$871,313	0%	0%	0%	0%	0%
6340 · Postage and Delivery	\$1,129,504	\$4,764,781	\$737,555	\$2,791,935	\$80,202	0%	2%	0%	1%	0%
6345 · Plant/Office Furniture	\$47,252	\$83,836	\$358,928	\$397,866	\$130,150	0%	0%	0%	0%	0%
6346 · New Building Expenses	\$0	\$0	\$0	\$4,016	\$48,955	0%	0%	0%	0%	0%
6350 · Dues and Subscriptions	\$226,245	\$138,611	\$27,752	\$32,209	\$24,730	0%	0%	0%	0%	0%
6355 · Bank Charges	\$3,655,417	\$3,164,265	\$6,028,222	\$8,150,489	\$6,128,452	1%	1%	2%	2%	2%
6357 · Vendor Late Fees	\$0	\$0	\$0	\$527,458	\$1,048,106	0%	0%	0%	0%	0%
6360 · Miscellaneous Expense	\$78,301	\$14,660	\$43,518	\$56,055	\$9,374	0%	0%	0%	0%	0%
6365 · Bad Debt Expense	\$472,594	\$156,708	\$545,822	\$31,765	\$158,081	0%	0%	0%	0%	0%
6400 · Interest Expense	\$75,753	\$191,250	\$80,104	\$12,281	\$1,021,812	0%	0%	0%	0%	0%
6500 · Commissions - QVC	\$123,700	\$119,000	\$0	\$0	\$0	0%	0%	0%	0%	0%
6501 · Commissions - Zulily	\$0	\$0	\$0	\$0	\$0	0%	0%	0%	0%	0%
6550 · Royalties	\$246	\$636	\$85,490	\$86,398	\$257	0%	0%	0%	0%	0%
6560 · Commissions - Misc.	\$2,964,777	\$843,386	\$687,351	\$786,269	\$164,377	1%	0%	0%	0%	0%
6570 · Commissions - Shows	(\$6,482)	\$56,536	\$406	\$7,590	\$4,281	0%	0%	0%	0%	0%
6580 · Commissions - Laughlin	\$60,074	\$46,171	\$8,481	\$0	\$0	0%	0%	0%	0%	0%
6600 · Sub-Contract Foundation	\$2	\$0	\$0	\$0	\$0	0%	0%	0%	0%	0%
6650 · Materials & Supplies	\$407,121	\$214,157	\$244,388	\$397,450	\$243,436	0%	0%	0%	0%	0%
6690 · Reconciliation Discrepancies	(\$304)	\$136	\$0	\$0	\$0	0%	0%	0%	0%	0%
6700 · Uniforms	\$0	\$0	\$0	\$0	\$0	0%	0%	0%	0%	0%
6750 · Research and Development	\$577,000	\$25,000	\$0	\$0	\$0	0%	0%	0%	0%	0%
6790 · Tools and Equipment	\$27,834	\$11,442	\$71,685	\$94,034	\$0	0%	0%	0%	0%	0%
6800 · Depreciation	\$2,026,049	\$1,587,546	\$1,711,129	\$2,440,800	\$2,726,791	1%	1%	0%	0%	1%
6850 · Foundation Expenses	\$27,923	\$600	\$0	\$0	\$0	0%	0%	0%	0%	0%
6851 · Lindell Technologies	\$17,265	\$0	\$0	\$0	\$0	0%	0%	0%	0%	0%
6900 · Uncategorized Expenses	\$279	\$0	\$0	\$0	\$0	0%	0%	0%	0%	0%
6950 · Allocation of 236A Cost	\$0	\$0	\$0	\$0	(\$5,709,645)	0%	0%	0%	0%	-2%
Total Expense	\$161,231,947	\$139,857,938	\$176,660,876	\$248,759,216	\$184,334,687	58%	58%	50%	47%	52%
Net Ordinary Income	\$6,921,630	\$6,934,306	\$41,710,909	\$23,490,766	(\$18,762,660)	2%	3%	12%	4%	-5%

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MyPillow Financial Performance**Schedule 1a**

Source: Document: 1c: Gorowsky Expert Report, Exhibit 5-A

My Pillow, Inc. Profit and Loss Statement										
In \$USD	2018	2019	2020	2021	2022	2018	2019	2020	2021	2022
Other Income/Expense										
Other Income	\$405,707	\$92,866	(\$2,062,596)	(\$820,635)	\$12,270,993	0%	0%	-1%	0%	3%
Other Expense	\$5,401,782	\$113,434	\$2,549,720	\$45,763	\$1,326,662	2%	0%	1%	0%	0%
Net Other Income	(\$4,996,075)	(\$20,568)	(\$4,612,316)	(\$866,398)	\$10,944,330	-2%	0%	-1%	0%	3%
Net Income	\$1,925,555	\$6,913,738	\$37,098,593	\$22,624,368	(\$7,818,329)	1%	3%	10%	4%	-2%

Nevium Calculations										
MyPillow Sales Analysis	2018	2019	2020	2021	2022	Notes				
Direct Sales	\$197,164,056	\$165,240,665	\$306,823,172	\$513,071,045	\$343,134,888	Nevium Calculation				
Retail Sales	\$83,284,611	\$74,450,106	\$48,857,194	\$18,685,538	\$11,121,008	Based on Schedule 2a				
Total Income	\$280,448,667	\$239,690,771	\$355,680,366	\$531,756,583	\$354,255,895	Based on Total Income listed above				
% Retail Sales	30%	31%	14%	4%	3%					
% Direct Sales	70%	69%	86%	96%	97%					
Return on Advertising Spend		2019	2020	2021	2022	Notes				
Change in Sales		(40,757,896)	115,989,595	176,076,217	(177,500,688)	Based on this analysis, for every \$1 spent on advertising, MyPillow generates \$3-\$4 in sales				
Change in Advertising		(10,606,633)	29,759,208	54,517,192	(49,972,556)					
Return on Ad Spend		3.8x	3.9x	3.2x	3.6x					
Advertising Spend Analysis		2019	2020	2021	2022	Notes				
Advertising	93,084,771	82,478,138	112,237,346	166,754,538	116,781,982	Advertising to Revenue Spend decreased to 31.4% in 2021 compared to a 2018-2020 3-year average of 33.1%				
Total Sales	280,448,667	239,690,771	355,680,366	531,756,583	354,255,895					
Return on Ad Spend	33.2%	34.4%	31.6%	31.4%	33.0%					
2018-2020 3-Year Average:			33.1%							
New Products Per the Gorowsky Report			2020	2021	2022	Notes				
Comforters			\$308,681	\$3,296,135	(\$243,291)	It appears that several of the new products introduced in 2020 were discontinued in 2022.				
Duvets			\$287,143	\$275,488	\$0					
Blankets			\$1,357,270	\$2,457,490	(\$7,381)					
Robes			\$440,840	\$1,225,776	\$1,213,600					
Sleepwear			\$605,564	\$616,124	(\$19,651)					
Total New Product COGS			\$2,999,498	\$7,871,013	\$943,277					
COGS as a % of Total Sales			39%	49%	53%	New Product COGS / COGS as a % of Total Sales				
Estimated New Product Sales			\$7,769,817	\$16,128,542	\$1,771,012					
Total Sales			\$355,680,366	\$531,756,583	\$354,255,895					
Total COGS			\$137,308,581	\$259,506,601	\$188,683,868					
Increase (Decrease) in Total Sales			\$115,989,595	\$176,076,217	(\$177,500,688)					
New COGS/Total COGS			2%	3%	0%					
Estimated New Sales/Total Sales			2%	3%	0%					
Estimated New Sales/Increase in Sales			7%	9%	-1%					

Nevium Intellectual Property Consultants

The Gorowsky Report's Summary of MyPillow's Profit & Loss Statements**Schedule 1b**

Source: Document: 1c: Gorowsky Expert Report, Exhibit 5

Summary of My Pillow, Inc. Profit and Loss Statement										
In \$USD	2018	2019	2020	2021	2022	2018	2019	2020	2021	2022
Income	\$280,448,667	\$239,690,771	\$355,680,366	\$531,756,583	\$354,255,895	100%	100%	100%	100%	100%
Cost of Goods Sold										
COGS - Freight Out	\$22,146,387	\$24,006,664	\$38,142,233	\$71,938,745	\$75,554,913	8%	10%	11%	14%	21%
Other	\$90,148,713	\$68,891,862	\$99,166,348	\$187,567,856	\$113,128,955	32%	29%	28%	35%	32%
Total COGS	\$112,295,100	\$92,898,527	\$137,308,581	\$259,506,601	\$188,683,868	40%	39%	39%	49%	53%
Gross Profit	\$168,153,577	\$146,792,244	\$218,371,785	\$272,249,982	\$165,572,027	60%	61%	61%	51%	47%
Expense										
Payroll Expense	\$43,511,551	\$33,277,510	\$33,825,587	\$46,295,714	\$40,202,900	16%	14%	10%	9%	11%
Advertising/Promotional	\$93,084,771	\$82,478,138	\$112,237,346	\$166,754,538	\$116,781,982	33%	34%	32%	31%	33%
Commissions & Royalties	\$3,142,316	\$1,065,729	\$781,728	\$880,257	\$168,915	1%	0%	0%	0%	0%
Net Product Income	\$28,414,939	\$29,970,867	\$71,527,124	\$58,319,473	\$8,418,229	10%	13%	20%	11%	2%
Other Expenses	\$21,493,310	\$23,036,561	\$29,816,214	\$34,828,707	\$27,180,889	8%	10%	8%	7%	8%
Net Ordinary Income	\$6,921,630	\$6,934,306	\$41,710,909	\$23,490,766	(\$18,762,660)	2%	3%	12%	4%	-5%
Other Income/Expense	(\$4,996,075)	(\$20,568)	(\$4,612,316)	(\$866,398)	\$10,944,330	-2%	0%	-1%	0%	3%
Net Income	\$1,925,555	\$6,913,738	\$37,098,593	\$22,624,368	(\$7,818,329)	1%	3%	10%	4%	-2%

Nevium Intellectual Property Consultants

MyPillow Retail Sales - All**Schedule 2a**

Retail Sales (in \$USD)							Nevium Calculation	
Source Document		4a	4b	4c	4d	Total Sales	% of Sales	Yrs Purchased
Rank	Retailer	2018	2019	2020	2021			
1	Walmart Stores	\$5,582,110	\$14,482,211	\$12,707,918	\$10,792,944	\$43,565,183	19%	4
2	Bed Bath & Beyond	\$12,863,429	\$19,126,804	\$6,796,846	\$577,515	\$39,364,594	17%	4
3	Telebrands Corporation	\$22,463,981	\$0	\$0	\$0	\$22,463,981	10%	1
4	Kohls pre EDI	\$6,373,330	\$6,196,561	\$2,823,387	(\$2,659)	\$15,390,619	7%	3
5	QVC, Inc.	\$13,880,544	(\$214,810)	\$8,293	\$0	\$13,674,027	6%	2
6	Costco Wholesale	\$107,070	\$8,405,645	\$3,512,986	\$687,262	\$12,712,962	6%	4
7	Zulily, LLC	\$6,149,414	\$2,971,430	\$466,572	\$0	\$9,587,416	4%	3
8	Menard, Inc.	\$1,843,839	\$1,318,001	\$1,272,452	\$1,566,927	\$6,001,218	3%	4
9	BJ's Wholesale Club	\$0	\$1,684,573	\$4,189,127	(\$278,171)	\$5,595,530	2%	2
10	TSC	\$2,104,280	\$812,431	\$658,833	(\$152,672)	\$3,422,872	2%	3
11	Hamrick's Dept Stores	\$162,528	\$606,944	\$1,321,681	\$809,631	\$2,900,783	1%	4
12	Fleet Farm, Inc.	\$505,994	\$788,145	\$771,851	\$801,873	\$2,867,863	1%	4
13	HSN LLC	\$1,063,296	\$1,015,586	(\$1,168)	\$0	\$2,077,713	1%	2
14	Belk Stores	\$190,464	\$1,369,856	\$389,126	(\$4,688)	\$1,944,758	1%	3
15	Shop HQ	\$0	\$1,145,687	\$631,878	\$1,950	\$1,779,515	1%	3
16	Albertsons Companies LLC	\$887,265	\$836,533	\$0	\$0	\$1,723,798	1%	2
17	Bluestem Brands	\$789,581	\$469,859	\$440,057	\$11,446	\$1,710,943	1%	4
18	CVS Pharmacy Stores	\$81,144	\$879,991	\$753,783	(\$16,290)	\$1,698,629	1%	3
19	JC Penney Retail	\$678,598	\$711,021	\$105,827	\$0	\$1,495,446	1%	3
20	Woot!	\$695,122	\$474,022	\$161,981	\$0	\$1,331,125	1%	3
21	Tuesday Morning	\$0	\$636,819	\$489,328	\$0	\$1,126,147	0%	2
22	Dollar General	\$0	\$499,602	\$538,333	\$0	\$1,037,935	0%	2
23	Boscov's	\$0	\$535,219	\$431,995	\$0	\$967,214	0%	2
24	Ocean State Jobbers, Inc	\$0	\$0	\$555,360	\$278,504	\$833,864	0%	2
25	Kroger Stores	\$0	\$263,568	\$569,612	\$0	\$833,180	0%	2
26	Morningside Church Productions	\$0	\$515,596	\$384,372	(\$77,378)	\$822,590	0%	2
27	Mason Companies	\$17,640	\$267,441	\$202,674	\$199,552	\$687,307	0%	4
28	Mid-States Distributing Co., Inc. - Other	\$577,457	\$132,934	\$10,839	\$18,846	\$740,077	0%	4
29	Dr Leonard's Healthcare Corp	\$0	\$442,684	\$266,912	\$7,958	\$717,553	0%	3
30	ACE Hardware Stores	\$0	\$323,626	\$138,360	\$217,704	\$679,690	0%	3
31	Groupon	\$0	\$0	\$683,657	(\$8,374)	\$675,283	0%	1
32	Bon-Ton	\$670,099	\$0	\$0	\$0	\$670,099	0%	1
33	NEXCOM Navy Exchange	\$245,041	\$191,192	\$205,562	\$3,158	\$644,952	0%	4
34	Winston Marketing Group	\$0	\$215,100	\$175,773	\$208,173	\$599,046	0%	3
35	Bed Bath & Beyond Canada	\$170,108	\$297,920	\$115,488	\$1,854	\$585,370	0%	4
36	Gaming Merchandise Solutions	\$0	\$253,056	\$240,000	\$72,800	\$565,856	0%	3
37	Shopko	\$356,394	\$208,179	\$0	\$0	\$564,572	0%	2
38	Premco Associates	\$0	\$100,408	\$248,784	\$161,104	\$510,296	0%	3
39	Home Depot Stores	\$0	\$418,566	\$73,284	\$13,733	\$505,583	0%	3

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MyPillow Retail Sales - All**Schedule 2a**

Retail Sales (in \$USD)							Nevium Calculation	
Source Document		4a	4b	4c	4d	Total Sales	% of Sales	Yrs Purchased
Rank	Retailer	2018	2019	2020	2021			
40	Mattress Firm Stores	\$0	\$0	\$478,948	\$22,808	\$501,755	0%	2
41	Hy-Vee Cherokee IA	\$82,642	\$383,849	\$0	\$0	\$466,491	0%	2
42	Lowe's Online	\$6,155	\$381,515	\$44,167	\$3,397	\$435,234	0%	4
43	Charter Trading Corporation	\$0	\$0	\$426,276	\$0	\$426,276	0%	1
44	Sportsmans Guide	\$0	\$22,032	\$275,640	\$125,547	\$423,220	0%	3
45	Slumberland Furniture	\$0	\$177,384	\$177,256	\$49,507	\$404,148	0%	3
46	Showcase	\$97,715	\$204,952	\$93,262	\$0	\$395,928	0%	3
47	AmeriMark Direct LLC	\$0	\$182,148	\$167,392	\$36,329	\$385,869	0%	3
48	ShopRite	\$0	\$194,791	\$160,515	\$0	\$355,306	0%	2
49	#899 Rural King Dist.	\$315,709	\$0	\$2,738	\$0	\$318,447	0%	2
50	Empire Furniture for Less Corpus Christi	\$26,010	\$286,197	\$0	\$0	\$312,207	0%	2
51	Station Casinos	\$0	\$0	\$0	\$295,000	\$295,000	0%	1
52	Fred Meyer Stores	\$0	\$204,936	\$89,995	\$0	\$294,930	0%	2
53	LS Mill	\$0	\$274,885	\$0	\$0	\$274,885	0%	1
54	Tractor Supply Co	\$0	\$0	\$49,627	\$219,295	\$268,923	0%	2
55	Bomgaars	\$108,088	\$160,556	\$0	\$0	\$268,644	0%	2
56	Isleta Resort & Casino	\$0	\$119,400	\$144,800	\$0	\$264,200	0%	2
57	Schewel Furniture Company Inc.	\$262,350	\$0	\$0	\$0	\$262,350	0%	1
58	Sears Holdings Stores	\$0	\$251,738	\$0	\$0	\$251,738	0%	1
59	L&M Fleet	\$80,025	\$15,806	\$52,788	\$102,601	\$251,220	0%	4
60	Banner Health Medical Center	\$0	\$0	\$245,000	\$0	\$245,000	0%	1
61	Macy's Online	\$24,290	\$76,414	\$129,996	\$1,329	\$232,029	0%	4
62	Heartland America	\$133,349	\$86,721	\$8,397	\$0	\$228,466	0%	3
63	SpartanNash Stores	\$0	\$46,304	\$177,591	\$0	\$223,895	0%	2
64	CGX - Coast Guard Exchange	\$78,304	\$64,128	\$52,688	\$27,221	\$222,341	0%	4
65	Wind Creek Bethlehem, LLC	\$0	\$212,264	\$0	\$0	\$212,264	0%	1
66	Ameristar Casino Kansas City	\$81,625	\$129,350	\$0	\$0	\$210,975	0%	2
67	Amedisys Holding LLC	\$0	\$0	\$200,000	\$0	\$200,000	0%	1
68	Beauty Rewards LLC	\$6,048	\$49,153	\$92,622	\$45,094	\$192,917	0%	4
69	Alliance International LLC/Do It Best - Other	\$51,431	\$74,948	\$29,861	\$35,306	\$191,546	0%	4
70	TBN	\$0	\$152,450	\$36,405	\$0	\$188,855	0%	2
71	Stage	\$0	\$188,622	\$0	\$0	\$188,622	0%	1
72	Colony Brands	\$0	\$0	\$170,911	\$11,703	\$182,614	0%	2
73	Wayfair Online	\$494	\$71,943	\$97,891	\$7,464	\$177,792	0%	4
74	Christmas Tree Shops	\$85,036	\$79,123	\$0	\$0	\$164,159	0%	2
75	HEB	\$29,990	\$94,177	\$38,097	\$0	\$162,264	0%	3
76	Lindell Management LLC	\$0	\$0	\$0	\$159,650	\$159,650	0%	1
77	Farmers Home Furniture	\$115,905	\$35,862	\$0	\$0	\$151,767	0%	2
78	Leech Lake Gaming	\$0	\$0	\$141,886	\$0	\$141,886	0%	1

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MyPillow Retail Sales - All**Schedule 2a**

Retail Sales (in \$USD)							Nevium Calculation	
Source Document		4a	4b	4c	4d	Total Sales	% of Sales	Yrs Purchased
Rank	Retailer	2018	2019	2020	2021			
79	Lutheran Social Services of MN	\$0	\$0	\$139,504	\$0	\$139,504	0%	1
80	DAS Companies	\$37,376	\$13,097	\$44,368	\$40,482	\$135,323	0%	4
81	Jeffco	\$0	\$131,595	\$580	\$0	\$132,175	0%	2
82	Salvation Army - Other	\$128,065	\$0	\$0	\$0	\$128,065	0%	1
83	Twin River Casino	\$49,750	\$75,250	\$0	\$0	\$125,000	0%	2
84	Mason Companies - Jeffco	\$123,058	\$0	\$0	\$0	\$123,058	0%	1
85	Running Dist Ctr	\$122,198	\$0	\$0	\$0	\$122,198	0%	1
86	Alabama Power Company	\$29,703	\$35,271	\$46,159	\$5,186	\$116,318	0%	4
87	Valley Forge Casino Resort	\$39,080	\$38,030	\$39,186	\$0	\$116,295	0%	3
88	MCX-Marines	\$12,894	\$31,183	\$38,355	\$31,581	\$114,013	0%	4
89	Theisen Supply	\$8,368	\$0	\$18,325	\$85,343	\$112,036	0%	3
90	Kansas Star Casino	\$109,450	\$0	\$0	\$0	\$109,450	0%	1
91	MadeToOrder	\$0	\$108,000	\$0	\$0	\$108,000	0%	1
92	Hard Rock Biloxi	\$35,820	\$29,850	\$35,640	\$0	\$101,310	0%	3
93	Ho Chunk Gaming - Wisc. Dells Casino	\$100,800	\$0	\$0	\$0	\$100,800	0%	1
94	Ann & Hope Inc.	\$66,075	\$19,052	\$9,420	\$0	\$94,546	0%	3
95	Chewy.com	\$0	\$974	\$92,695	(\$928)	\$92,742	0%	2
96	Foxwoods Resort	\$87,958	\$0	\$0	\$0	\$87,958	0%	1
97	New Perspective Senior Living, LLC	\$0	\$0	\$86,800	\$0	\$86,800	0%	1
98	Kent Distributors	\$0	\$0	\$0	\$80,174	\$80,174	0%	1
99	Recovery Innovations Inc	\$0	\$0	\$70,600	\$9,300	\$79,900	0%	2
100	Treasure Island Resort & Casino	\$39,600	\$39,800	\$0	\$0	\$79,400	0%	2
101	St. Croix Turtle Lake	\$0	\$77,859	\$0	\$0	\$77,859	0%	1
102	Angel of the Winds Casino	\$17,646	\$0	\$40,617	\$17,759	\$76,022	0%	3
103	Mike Lindell Products, LLC	\$0	\$0	\$0	\$75,431	\$75,431	0%	1
104	Jayco, Incorporated	\$0	\$51,885	\$23,228	\$310	\$75,423	0%	3
105	Beach Camera	\$0	\$8,116	\$66,882	\$0	\$74,998	0%	2
106	Rite-Aid Stores	\$49,400	\$33,800	(\$2,000)	(\$6,795)	\$74,405	0%	2
107	Altmeyer Home Stores	\$5,723	\$29,326	\$17,163	\$20,528	\$72,739	0%	4
108	Inca Supply Corporation LLC	\$0	\$72,000	\$0	\$0	\$72,000	0%	1
109	Wind River Hotel & Casino	\$71,640	\$0	\$0	\$0	\$71,640	0%	1
110	CenterPoint Energy 2	\$0	\$0	\$70,120	\$0	\$70,120	0%	1
111	Big R West Dist. Center	\$69,967	\$0	\$0	\$0	\$69,967	0%	1
112	Silver Star Brands	\$8,996	\$48,273	\$11,090	\$0	\$68,359	0%	3
113	Panorama	\$0	\$0	\$58,800	\$7,500	\$66,300	0%	2
114	Cimarron Lumber & Supply Company	\$0	\$0	\$0	\$66,002	\$66,002	0%	1
115	My Pillow Ltd	\$0	\$0	\$0	\$64,491	\$64,491	0%	1
116	Caesars Windsor	\$0	\$64,150	\$0	\$0	\$64,150	0%	1
117	Marciel Inc. Warehouse	\$0	\$0	\$0	\$62,367	\$62,367	0%	1

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MyPillow Retail Sales - All**Schedule 2a**

Retail Sales (in \$USD)							Nevium Calculation	
Source Document		4a	4b	4c	4d	Total Sales	% of Sales	Yrs Purchased
Rank	Retailer	2018	2019	2020	2021			
118	Vicki's Party Pro - Other	\$62,340	\$0	\$0	\$0	\$62,340	0%	1
119	Batres Creative Services, Inc	\$0	\$0	\$61,250	\$0	\$61,250	0%	1
120	Home Buys	\$26,649	\$22,003	\$3,044	\$9,132	\$60,828	0%	4
121	Touch of Class	\$0	\$0	\$50,995	\$9,502	\$60,497	0%	2
122	U of Market Services	\$0	\$0	\$57,120	\$2,400	\$59,520	0%	2
123	Seed To Table	\$0	\$0	\$0	\$58,155	\$58,155	0%	1
124	Dept. of VA Salisbury NC	\$0	\$0	\$55,200	\$0	\$55,200	0%	1
125	Harmon Stores	\$17,901	\$34,480	\$2,787	\$2	\$55,170	0%	4
126	Dept. of VA Fayetteville NC	\$0	\$0	\$54,720	\$0	\$54,720	0%	1
127	Prairie's Edge Casino Resort	\$0	\$21,890	\$31,840	\$0	\$53,730	0%	2
128	Bed Drs.	\$46,272	\$0	\$0	\$0	\$46,272	0%	1
129	Hockert Sales	\$18,734	\$9,881	\$10,289	\$6,737	\$45,641	0%	4
130	Jeffco - Other	\$45,306	\$0	\$0	\$0	\$45,306	0%	1
131	Kennewick Ranch & Home	\$19,107	\$12,985	\$5,989	\$7,005	\$45,086	0%	4
132	Snow's Furniture	\$20,325	\$10,573	\$7,049	\$7,048	\$44,995	0%	4
133	HealthPro Heritage	\$0	\$0	\$44,640	\$0	\$44,640	0%	1
134	St. Matthew's House Thrift Store	\$44,530	\$0	\$0	\$0	\$44,530	0%	1
135	Belterra Casino Resort	\$0	\$23,880	\$19,900	\$0	\$43,780	0%	2
136	J.I.B., Inc.	\$0	\$20,475	\$10,881	\$11,710	\$43,066	0%	3
137	American Solutions for Business	\$0	\$23,212	\$19,854	\$0	\$43,066	0%	2
138	BrandsMart	\$25,801	\$17,098	\$0	\$0	\$42,900	0%	2
139	Morongo Casino Resort	\$42,568	\$0	\$0	\$0	\$42,568	0%	1
140	KPH Healthcare Services Inc.	\$0	\$39,522	\$1,380	\$0	\$40,902	0%	2
141	Figis Inc.	\$40,497	\$0	\$0	\$0	\$40,497	0%	1
142	Dept. of VA Danville	\$0	\$0	\$39,900	\$0	\$39,900	0%	1
143	Dept. of VA Durham NC	\$0	\$0	\$39,360	\$0	\$39,360	0%	1
144	Western Big R DC	\$1,949	\$0	\$0	\$36,829	\$38,778	0%	2
145	Blue Chip Hotel & Casino	\$38,550	\$0	\$0	\$0	\$38,550	0%	1
146	Dept. of VA Asheville NC	\$0	\$0	\$36,480	\$1,920	\$38,400	0%	2
147	Atwoods	\$38,330	\$0	\$0	\$0	\$38,330	0%	1
148	Charles George VA Medical Center	\$0	\$0	\$36,480	\$1,280	\$37,760	0%	2
149	Golden Nugget Hotel & Casino	\$17,943	\$18,492	\$0	\$0	\$36,435	0%	2
150	Haywood House Inc	\$6,518	\$15,785	\$5,601	\$8,098	\$36,002	0%	4
151	Belterra Park	\$0	\$35,820	\$0	\$0	\$35,820	0%	1
152	Dover Downs Casino	\$33,345	\$597	\$0	\$0	\$33,942	0%	2
153	Dept. of VA Perry Point MD	\$0	\$0	\$32,160	\$960	\$33,120	0%	2
154	Mosaic	\$0	\$0	\$32,000	\$0	\$32,000	0%	1
155	Tripwire Operations Group	\$0	\$0	\$31,025	\$0	\$31,025	0%	1
156	Burlington Coat Factory	\$0	\$22,277	\$8,400	\$0	\$30,677	0%	2

Nevium Intellectual Property Consultants

MyPillow Retail Sales - All**Schedule 2a**

Retail Sales (in \$USD)						Nevium Calculation		
Source Document		4a	4b	4c	4d	Total Sales	% of Sales	Yrs Purchased
Rank	Retailer	2018	2019	2020	2021			
157	P.I.&I Motor Express Inc.	\$0	\$0	\$0	\$30,393	\$30,393	0%	1
158	University Stores North	\$0	\$0	\$30,240	\$0	\$30,240	0%	1
159	Furniture Mart USA	\$29,726	\$0	\$0	\$0	\$29,726	0%	1
160	Paul's Furniture Company	\$0	\$0	\$0	\$29,387	\$29,387	0%	1
161	Jackpot Junction Casino	\$0	\$29,350	\$0	\$0	\$29,350	0%	1
162	True Value Stores - Other	\$0	\$20,181	\$9,036	\$0	\$29,216	0%	2
163	Jancor Agencies	\$29,182	\$0	\$0	\$0	\$29,182	0%	1
164	Sharper Image Online	\$7,779	\$98	\$18,253	\$2,637	\$28,767	0%	4
165	Masters Home Centre Limited	\$14,838	\$3,540	\$9,417	\$0	\$27,796	0%	3
166	Dept. of VA Biloxi	\$0	\$0	\$27,360	\$0	\$27,360	0%	1
167	Des Moines	\$8,291	\$13,199	\$0	\$5,632	\$27,121	0%	3
168	Medallion Sleep Products	\$19,539	\$6,194	\$386	\$0	\$26,120	0%	3
169	Meadows Racetrack and Casino	\$25,870	\$0	\$0	\$0	\$25,870	0%	1
170	River Rock Casino	\$25,456	\$0	\$0	\$0	\$25,456	0%	1
171	Figis	\$9,900	\$14,800	\$0	\$0	\$24,700	0%	2
172	Home Decor Furn & Flooring Liquidators	\$15,622	\$6,168	\$2,820	\$0	\$24,609	0%	3
173	2020 Casino Solutions, LLC	\$0	\$0	\$24,445	\$0	\$24,445	0%	1
174	C-A-L Ranch Stores	\$0	\$0	\$7,334	\$17,025	\$24,360	0%	2
175	Davenport	\$12,380	\$11,949	\$0	\$0	\$24,329	0%	2
176	Dept. of VA Soiux Falls	\$0	\$0	\$24,285	\$0	\$24,285	0%	1
177	Black Mesa Casino	\$23,880	\$0	\$0	\$0	\$23,880	0%	1
178	Federated Insurance	\$23,475	\$0	\$0	\$0	\$23,475	0%	1
179	CNE - Catoosa Operations	\$22,628	\$0	\$0	\$0	\$22,628	0%	1
180	County Of San Mateo	\$0	\$0	\$22,560	\$0	\$22,560	0%	1
181	Alabama State Law Enforcement	\$0	\$0	\$21,920	\$0	\$21,920	0%	1
182	Bargain Beds	\$0	\$0	\$0	\$21,713	\$21,713	0%	1
183	Mattress World	\$21,712	\$0	\$0	\$0	\$21,712	0%	1
184	Dept. of VA Ridgeland MS	\$0	\$0	\$21,600	\$0	\$21,600	0%	1
185	Minneapolis	\$10,080	\$10,512	\$1,000	\$0	\$21,592	0%	3
186	Stock+Field West Distribution	\$0	\$5,162	\$16,392	\$0	\$21,554	0%	2
187	Silver Reef Casino	\$21,514	\$0	\$0	\$0	\$21,514	0%	1
188	Furniture Fair	\$0	\$6,146	\$0	\$15,161	\$21,307	0%	2
189	V.A. Medical Center - Asheville, NC	\$0	\$0	\$0	\$21,280	\$21,280	0%	1
190	Diamond Jo Casino	\$20,368	\$0	\$0	\$0	\$20,368	0%	1
191	St. Jo Frontier Casino	\$20,365	\$0	\$0	\$0	\$20,365	0%	1
192	Kentucky Downs, LLC	\$0	\$20,299	\$0	\$0	\$20,299	0%	1
193	Splitit	\$0	\$0	\$0	\$20,100	\$20,100	0%	1
194	Sault Ste. Marie Tribe	\$19,900	\$0	\$0	\$0	\$19,900	0%	1
195	Wind Creek Montgomery	\$19,900	\$0	\$0	\$0	\$19,900	0%	1

Nevium Intellectual Property Consultants

MyPillow Retail Sales - All**Schedule 2a**

Retail Sales (in \$USD)							Nevium Calculation	
Source Document		4a	4b	4c	4d	Total Sales	% of Sales	Yrs Purchased
Rank	Retailer	2018	2019	2020	2021			
196	Dept. of VA Iowa City	\$0	\$0	\$19,680	\$0	\$19,680	0%	1
197	Dept. of VA Member Services	\$0	\$0	\$19,680	\$0	\$19,680	0%	1
198	Captain James A Lovell FHCC	\$0	\$0	\$19,680	\$0	\$19,680	0%	1
199	Dept. of VA Iowa City 2	\$0	\$0	\$19,680	\$0	\$19,680	0%	1
200	VA Midwest Health Care Network	\$0	\$0	\$19,680	\$0	\$19,680	0%	1
201	The Well Thrift Store	\$0	\$0	\$12,152	\$7,494	\$19,646	0%	2
202	Tomlinson Sales Company	\$0	\$0	\$0	\$19,578	\$19,578	0%	1
203	Dept. of VA Tomah	\$0	\$0	\$19,200	\$0	\$19,200	0%	1
204	Dept. of VA Bath	\$0	\$0	\$19,200	\$0	\$19,200	0%	1
205	Dept. of VA Richmond VA	\$0	\$0	\$19,200	\$0	\$19,200	0%	1
206	LaurieAnn Clark Air BNB	\$0	\$0	\$0	\$19,061	\$19,061	0%	1
207	Wild Rose Casino & Resort	\$19,039	\$0	\$0	\$0	\$19,039	0%	1
208	Stanley's Get it Today	\$4,485	\$0	\$6,769	\$7,624	\$18,878	0%	3
209	Dept. of VA Hampton	\$0	\$0	\$18,240	\$0	\$18,240	0%	1
210	Western NC Healthcare System	\$0	\$0	\$18,240	\$0	\$18,240	0%	1
211	Dept. of VA Salem	\$0	\$0	\$18,240	\$0	\$18,240	0%	1
212	Central Ohio Bed & Bath One	\$0	\$0	\$0	\$18,222	\$18,222	0%	1
213	Rice Furniture & Appliances, Inc.	\$5,137	\$2,610	\$7,305	\$3,138	\$18,190	0%	4
214	Cold Spring	\$18,180	\$0	\$0	\$0	\$18,180	0%	1
215	SUPERVALU	\$0	\$0	\$18,174	\$0	\$18,174	0%	1
216	DNA	\$8,455	\$5,287	\$4,291	\$0	\$18,032	0%	3
217	Turtle Creek Casino & Hotel	\$17,910	\$0	\$0	\$0	\$17,910	0%	1
218	Double Eagle Casino	\$17,657	\$0	\$0	\$0	\$17,657	0%	1
219	Passion Church	\$17,000	\$0	\$0	\$0	\$17,000	0%	1
220	Family Center Warehouse	\$16,915	\$0	\$0	\$0	\$16,915	0%	1
221	SJF • Winsted	\$0	\$0	\$0	\$16,665	\$16,665	0%	1
222	Camp Blanding Joint Training Center	\$0	\$0	\$9,958	\$6,578	\$16,536	0%	2
223	R.P. Home & Harvest	\$0	\$0	\$0	\$16,077	\$16,077	0%	1
224	Meyer Distributing Company	\$9,405	\$6,240	\$429	\$0	\$16,075	0%	3
225	Brainstorm Logistics LLC	\$0	\$0	\$0	\$15,849	\$15,849	0%	1
226	Imperial 500 Motel	\$0	\$422	\$0	\$15,370	\$15,792	0%	2
227	Joshua Tree Care Center	\$0	\$0	\$15,550	\$0	\$15,550	0%	1
228	Anoka County	\$0	\$0	\$15,360	\$0	\$15,360	0%	1
229	Dept. of VA Chicago	\$0	\$0	\$15,360	\$0	\$15,360	0%	1
230	Detroit	\$0	\$15,261	\$0	\$0	\$15,261	0%	1
231	Elim Preferred Services	\$7,216	\$1,836	\$4,433	\$1,567	\$15,052	0%	4
232	Fisk Farm & Home Monona	\$9,579	\$2,044	\$1,973	\$1,339	\$14,934	0%	4
233	True Value Stores	\$0	\$0	\$0	\$14,893	\$14,893	0%	1
234	Dept. of VA St. Cloud	\$0	\$0	\$14,880	\$0	\$14,880	0%	1

Nevium Intellectual Property Consultants

MyPillow Retail Sales - All**Schedule 2a**

Retail Sales (in \$USD)							Nevium Calculation	
Source Document		4a	4b	4c	4d	Total Sales	% of Sales	Yrs Purchased
Rank	Retailer	2018	2019	2020	2021			
235	Beall's	\$10,731	\$4,048	\$0	\$0	\$14,779	0%	2
236	Shoppers Supply - Chandler, AZ	\$0	\$0	\$0	\$14,757	\$14,757	0%	1
237	Odawa Casino Resort	\$0	\$3,876	\$10,779	\$0	\$14,655	0%	2
238	Dept. of VA Wilmington NC	\$0	\$0	\$14,400	\$0	\$14,400	0%	1
239	Mid-State Raceway/Vernon Downs	\$0	\$14,200	\$0	\$0	\$14,200	0%	1
240	TJX Companies, Inc.	\$0	\$14,112	\$0	\$0	\$14,112	0%	1
241	Salvation Army Indianapolis	\$9,751	\$4,336	\$0	\$0	\$14,087	0%	2
242	PerfectVision Manufacturing, Inc.	\$0	\$0	\$14,000	\$0	\$14,000	0%	1
243	Overton Brooks VAMC	\$0	\$0	\$13,920	\$0	\$13,920	0%	1
244	Delta Waterfowl	\$0	\$0	\$0	\$13,836	\$13,836	0%	1
245	Coborn's Inc	\$0	\$0	\$13,730	\$0	\$13,730	0%	1
246	ACE Rent to Own	\$4,238	\$2,159	\$5,598	\$1,640	\$13,635	0%	4
247	Wind Creek Wetumpka Casino	\$13,631	\$0	\$0	\$0	\$13,631	0%	1
248	Hard Rock Atlantic City	\$0	\$0	\$0	\$13,560	\$13,560	0%	1
249	Blue Water Resort & Casino	\$0	\$13,537	\$0	\$0	\$13,537	0%	1
250	Wayzata ISD #284	\$0	\$0	\$13,440	\$0	\$13,440	0%	1
251	Wheatbelt - Other	\$7,156	\$4,135	\$1,885	\$0	\$13,177	0%	3
252	Quincy Farm & Home	\$10,098	\$0	\$3,057	\$0	\$13,155	0%	2
253	Ramos Furniture	\$13,068	\$0	\$0	\$0	\$13,068	0%	1
254	Lutheran Social Ministries NJ	\$0	\$0	\$13,000	\$0	\$13,000	0%	1
255	Golden Acorn Casino	\$12,540	\$0	\$0	\$0	\$12,540	0%	1
256	The Winkler Organization	\$0	\$0	\$0	\$12,473	\$12,473	0%	1
257	St. Peters	\$0	\$12,325	\$0	\$0	\$12,325	0%	1
258	Lutheran Child and Family Services of Ind	\$0	\$0	\$12,114	\$0	\$12,114	0%	1
259	Trinity School of Medicine	\$0	\$0	\$0	\$12,084	\$12,084	0%	1
260	Rhynes and Rhodes Ada	\$10,316	\$1,762	\$0	\$0	\$12,078	0%	2
261	Cowtown Cottages	\$0	\$0	\$0	\$12,029	\$12,029	0%	1
262	Ecumen	\$0	\$0	\$12,000	\$0	\$12,000	0%	1
263	Mason Brothers Company	\$0	\$0	\$0	\$12,000	\$12,000	0%	1
264	Lady Luck Casino	\$11,940	\$0	\$0	\$0	\$11,940	0%	1
265	Coastal Distribution Center	\$0	\$0	\$11,928	\$0	\$11,928	0%	1
266	Newport Grand Casino	\$11,260	\$0	\$0	\$0	\$11,260	0%	1
267	Lewis Distribution Cntr	\$0	\$4,061	\$1,850	\$5,346	\$11,257	0%	3
268	ABM	\$0	\$0	\$10,230	\$900	\$11,130	0%	2
269	National TV Rental	\$10,960	\$0	\$150	\$0	\$11,110	0%	2
270	Rich, Wightman & Company	\$0	\$0	\$0	\$11,030	\$11,030	0%	1
271	Huge Mattress Sale	\$10,860	\$0	\$0	\$0	\$10,860	0%	1
272	CRH Anesthesia	\$0	\$0	\$10,850	\$0	\$10,850	0%	1
273	Dept. of VA Omaha	\$0	\$0	\$10,800	\$0	\$10,800	0%	1

Nevium Intellectual Property Consultants

MyPillow Retail Sales - All**Schedule 2a**

Retail Sales (in \$USD)							Nevium Calculation	
Source Document		4a	4b	4c	4d	Total Sales	% of Sales	Yrs Purchased
Rank	Retailer	2018	2019	2020	2021			
274	The Pointe!	\$10,797	\$0	\$0	\$0	\$10,797	0%	1
275	Cook Bros.	\$0	\$3,820	\$6,761	\$0	\$10,581	0%	2
276	Hearthside Food	\$0	\$0	\$10,560	\$0	\$10,560	0%	1
277	AIRBNB Kevin Roberts	\$0	\$0	\$10,478	\$0	\$10,478	0%	1
278	Tillman Furniture	\$6,823	\$3,644	\$0	\$0	\$10,467	0%	2
279	Sleepy Hollow Sleep Shop	\$3,395	\$1,841	\$2,178	\$2,992	\$10,406	0%	4
280	Texoma Mattress	\$10,177	\$0	\$0	\$0	\$10,177	0%	1
281	Chaney Distributors	\$0	\$0	\$0	\$10,172	\$10,172	0%	1
282	Dr. Patrick Fitzgerald	\$0	\$0	\$10,050	\$0	\$10,050	0%	1
283	Creative Energy Group	\$3,624	\$6,402	\$0	\$0	\$10,026	0%	2
284	Mark Twain Casino	\$9,950	\$0	\$0	\$0	\$9,950	0%	1
285	Regional Health Group dba MSA Orthopedics	\$0	\$0	\$9,950	\$0	\$9,950	0%	1
286	Saratoga Casino Hotel	\$9,949	\$0	\$0	\$0	\$9,949	0%	1
287	Carl's Wholesale Furniture Warehouse	\$3,278	\$0	\$0	\$6,580	\$9,859	0%	2
288	Walmart Canada	\$0	\$9,848	\$0	\$0	\$9,848	0%	1
289	Fort Wayne	\$9,723	\$0	\$0	\$0	\$9,723	0%	1
290	Vox-Pop-Uli, Inc	\$0	\$9,688	\$0	\$0	\$9,688	0%	1
291	Talen Energy	\$0	\$0	\$9,600	\$0	\$9,600	0%	1
292	Southwest Regional Maintenance	\$0	\$0	\$9,600	\$0	\$9,600	0%	1
293	Dept. of VA Baltimore	\$0	\$0	\$9,600	\$0	\$9,600	0%	1
294	Fluno Center	\$9,436	\$0	\$0	\$0	\$9,436	0%	1
295	Bluestem (Blair)	\$0	\$9,386	\$0	\$0	\$9,386	0%	1
296	Liquiflo	\$0	\$0	\$0	\$9,384	\$9,384	0%	1
297	Odde Ranch	\$0	\$1,402	\$2,473	\$5,500	\$9,374	0%	3
298	J.M. Beatty Furniture, Inc.	\$843	\$3,524	\$2,115	\$2,889	\$9,372	0%	4
299	The Homestead	\$777	\$0	\$0	\$8,583	\$9,361	0%	2
300	AECI	\$0	\$0	\$9,120	\$0	\$9,120	0%	1
301	Here Today Stores	\$9,090	\$0	\$0	\$0	\$9,090	0%	1
302	The Original Log Cabin Homes	\$0	\$0	\$998	\$8,087	\$9,085	0%	2
303	Shipton's Big R DC	\$7,523	\$1,532	\$0	\$0	\$9,055	0%	2
304	Boxout, LLC	\$0	\$0	\$6,069	\$2,943	\$9,012	0%	2
305	Deckers Market	\$0	\$723	\$6,486	\$1,798	\$9,008	0%	3
306	City Mattress	\$0	\$0	\$8,965	\$0	\$8,965	0%	1
307	Ohio Trading Company DBA Bargain Barn	\$1,530	\$7,423	\$0	\$0	\$8,952	0%	2
308	Mattress Direct	\$8,870	\$0	\$0	\$0	\$8,870	0%	1
309	Sutherland's Homebase	\$3,903	\$4,513	\$342	\$0	\$8,759	0%	3
310	Heart of America Medical Center	\$8,654	\$0	\$0	\$0	\$8,654	0%	1
311	Warn's Home Furnishings	\$2,304	\$1,121	\$0	\$5,186	\$8,611	0%	3
312	Rent One	\$5,503	\$2,437	\$0	\$622	\$8,561	0%	3

Nevium Intellectual Property Consultants

MyPillow Retail Sales - All**Schedule 2a**

Retail Sales (in \$USD)							Nevium Calculation	
Source Document		4a	4b	4c	4d	Total Sales	% of Sales	Yrs Purchased
Rank	Retailer	2018	2019	2020	2021			
313	Rent A Center Lacey & Sons Inc.	\$3,139	\$2,346	\$3,028	\$0	\$8,513	0%	3
314	Home Interiors	\$5,716	\$2,245	\$456	\$0	\$8,417	0%	3
315	Prairie Wind Casino	\$3,980	\$3,980	\$0	\$412	\$8,372	0%	3
316	San Felipe's/Black Mesa Casino	\$8,360	\$0	\$0	\$0	\$8,360	0%	1
317	Tropical Shipping/Home Gallery	\$5,961	\$0	\$2,386	\$0	\$8,347	0%	2
318	Lewis Drug	\$7,916	\$430	\$0	\$0	\$8,345	0%	2
319	Clinton Appliance & Furniture Co.	\$3,918	\$1,977	\$352	\$2,062	\$8,310	0%	4
320	Lutheran Social Services FL	\$0	\$0	\$8,300	\$0	\$8,300	0%	1
321	Jim Whitelock	\$1,069	\$3,291	\$3,930	\$0	\$8,290	0%	3
322	7 Day Furniture Omaha	\$5,620	\$801	\$1,780	\$0	\$8,201	0%	3
323	ValGal Real Estate	\$8,196	\$0	\$0	\$0	\$8,196	0%	1
324	Dept. VA Winston Salem	\$0	\$0	\$8,160	\$0	\$8,160	0%	1
325	Gibson McDonald	\$5,340	\$2,745	\$0	\$0	\$8,085	0%	2
326	Daniel A Lieblong DDS	\$0	\$0	\$8,040	\$0	\$8,040	0%	1
327	Recover Health Services, LLC	\$0	\$0	\$8,000	\$0	\$8,000	0%	1
328	Kenneth Dulgarian	\$0	\$0	\$8,000	\$0	\$8,000	0%	1
329	Oklahoma Cancer Specialists and Research	\$0	\$0	\$8,000	\$0	\$8,000	0%	1
330	Olney Rural King Dist.	\$5,300	\$0	\$0	\$2,653	\$7,953	0%	2
331	Community of Jesus - Paraclete House	\$0	\$0	\$0	\$7,947	\$7,947	0%	1
332	Certcolnc	\$0	\$0	\$7,884	\$0	\$7,884	0%	1
333	Nastasis Fine Furniture	\$2,936	\$664	\$3,145	\$1,121	\$7,867	0%	4
334	Vira Inc. DBA Home Gadgets	\$0	\$5,600	\$2,266	\$0	\$7,866	0%	2
335	Jodie Lee's Furniture and Appliance	\$0	\$5,340	\$2,464	\$0	\$7,804	0%	2
336	Senzig's Inc.	\$5,539	\$2,210	\$0	\$0	\$7,749	0%	2
337	Dept. of VA Topeka	\$0	\$0	\$7,680	\$0	\$7,680	0%	1
338	Kimball's Brand Source	\$3,166	\$1,662	\$1,473	\$1,342	\$7,644	0%	4
339	Fens Mohammed Stores Ltd	\$7,623	\$0	\$0	\$0	\$7,623	0%	1
340	Palms Casino	\$7,612	\$0	\$0	\$0	\$7,612	0%	1
341	Talen Energy 2	\$0	\$0	\$7,601	\$0	\$7,601	0%	1
342	Jake's 58 Hotel & Casino	\$0	\$7,598	\$0	\$0	\$7,598	0%	1
343	Big Blue Store of Clinton, Inc.	\$4,284	\$0	\$1,493	\$1,806	\$7,584	0%	3
344	Stoney Creek Hospitality	\$0	\$7,524	\$0	\$0	\$7,524	0%	1
345	Rimkus Consulting Group, Inc.	\$0	\$0	\$7,400	\$0	\$7,400	0%	1
346	Brynlane	\$7,386	\$0	\$0	\$0	\$7,386	0%	1
347	IntriCon Corporation	\$0	\$0	\$7,360	\$0	\$7,360	0%	1
348	Louis Mohana Furniture	\$4,434	\$2,191	\$0	\$658	\$7,283	0%	3
349	Thomas Hill Energy Center	\$0	\$0	\$7,200	\$0	\$7,200	0%	1
350	Showplace Rent To Own Warehouse	\$0	\$6,004	\$871	\$298	\$7,173	0%	3
351	Premier Rental/White Rose Ent. Inc.	\$2,416	\$4,239	\$469	\$12	\$7,136	0%	4

Nevium Intellectual Property Consultants

MyPillow Retail Sales - All**Schedule 2a**

Retail Sales (in \$USD)							Nevium Calculation	
Source Document		4a	4b	4c	4d	Total Sales	% of Sales	Yrs Purchased
Rank	Retailer	2018	2019	2020	2021			
352	Springfield	\$0	\$7,115	\$0	\$0	\$7,115	0%	1
353	Great Sunrise Marketing Group	\$0	\$7,067	\$0	\$0	\$7,067	0%	1
354	Atlas Staffing, Inc.	\$0	\$0	\$6,960	\$0	\$6,960	0%	1
355	Ampla Health	\$0	\$0	\$6,960	\$0	\$6,960	0%	1
356	Casino Queen Marquette	\$0	\$6,827	\$0	\$0	\$6,827	0%	1
357	Norway Beach Resort	\$0	\$0	\$6,850	(\$40)	\$6,810	0%	1
358	Jeffco Fibres	\$6,748	\$0	\$0	\$0	\$6,748	0%	1
359	Daniel Kaplan	\$0	\$0	\$6,700	\$0	\$6,700	0%	1
360	Spreetail	\$0	\$6,735	(\$46)	\$0	\$6,689	0%	1
361	Cedar Creek Cabin Rental	\$0	\$0	\$4,147	\$2,468	\$6,615	0%	2
362	FF Principe II, Stanley M	\$0	\$0	\$6,600	\$0	\$6,600	0%	1
363	Royal's Furniture	\$3,444	\$0	\$0	\$3,092	\$6,536	0%	2
364	Arnolds Ranch & Home	\$3,312	\$0	\$1,521	\$1,653	\$6,486	0%	3
365	Four Queens Hotel & Casino	\$0	\$6,463	\$0	\$0	\$6,463	0%	1
366	Crown Plaza Baton Rouge	\$0	\$0	\$0	\$6,279	\$6,279	0%	1
367	Fayetteville Health Care Center	\$0	\$0	\$6,240	\$0	\$6,240	0%	1
368	Wenger Furniture & Appliances	\$2,368	\$1,057	\$2,768	\$0	\$6,193	0%	3
369	Lake Country Furniture GR	\$0	\$0	\$6,146	\$0	\$6,146	0%	1
370	Heartland Homestore	\$0	\$0	\$0	\$6,128	\$6,128	0%	1
371	Doug Drier	\$0	\$4,162	\$1,959	\$0	\$6,120	0%	2
372	Bedrooms Today	\$2,653	\$3,459	\$0	\$0	\$6,112	0%	2
373	The Furniture Store of Kansas	\$1,717	\$1,889	\$1,121	\$1,304	\$6,030	0%	4
374	Airlawn Furniture	\$3,421	\$0	\$2,567	\$0	\$5,989	0%	2
375	Bon Ton Holdings	\$3,888	\$2,090	\$0	\$0	\$5,978	0%	2
376	The Black Hawk Casino	\$5,970	\$0	\$0	\$0	\$5,970	0%	1
377	Binghamtown Baptist Church	\$0	\$0	\$0	\$5,970	\$5,970	0%	1
378	Ron's Discount Lumber	\$1,285	\$0	\$0	\$4,652	\$5,937	0%	2
379	Home Decor Furniture	\$0	\$2,118	\$0	\$3,710	\$5,828	0%	2
380	Village Do It Best #1305	\$2,292	\$0	\$0	\$3,507	\$5,799	0%	2
381	Kings Corner Furniture	\$0	\$0	\$0	\$5,639	\$5,639	0%	1
382	Quality Polymers	\$0	\$0	\$0	\$5,633	\$5,633	0%	1
383	Northwest Decor & Furniture	\$0	\$0	\$4,146	\$1,466	\$5,612	0%	2
384	Grand Lodge Casino	\$5,607	\$0	\$0	\$0	\$5,607	0%	1
385	Helpmates Incorporated	\$0	\$0	\$5,600	\$0	\$5,600	0%	1
386	Furniture Showcase Inc.	\$99	\$4,373	\$1,121	\$0	\$5,593	0%	3
387	Joli Boutique	\$0	\$0	\$0	\$5,583	\$5,583	0%	1
388	Oakboro Furniture & Mattress	\$0	\$0	\$1,505	\$4,072	\$5,577	0%	2
389	Nasco Home and Flooring	\$0	\$5,538	\$0	\$0	\$5,538	0%	1
390	Home of Economy Warehouse	\$5,453	\$0	\$0	\$0	\$5,453	0%	1

Nevium Intellectual Property Consultants

MyPillow Retail Sales - All**Schedule 2a**

Retail Sales (in \$USD)							Nevium Calculation	
Source Document		4a	4b	4c	4d	Total Sales	% of Sales	Yrs Purchased
Rank	Retailer	2018	2019	2020	2021			
391	Barnes Bargains	\$3,860	\$557	\$1,027	\$0	\$5,444	0%	3
392	Sunset Inn & Suites	\$0	\$0	\$4,261	\$1,153	\$5,414	0%	2
393	Kon Tiki Inn	\$0	\$5,412	\$0	\$0	\$5,412	0%	1
394	Crosstown Family Dentistry	\$0	\$0	\$5,400	\$0	\$5,400	0%	1
395	Village at Izaty's	\$5,365	\$0	\$0	\$0	\$5,365	0%	1
396	Johnny's Mattress & Furniture	\$2,140	\$1,057	\$793	\$1,346	\$5,337	0%	4
397	Eureka Casino Hotel	\$3,030	\$1,529	\$765	\$0	\$5,324	0%	3
398	Leading Edge Industries	\$0	\$0	\$0	\$5,291	\$5,291	0%	1
399	Z Bar Trading	\$0	\$0	\$2,250	\$3,038	\$5,288	0%	2
400	Lebakkens	\$5,280	\$0	\$0	\$0	\$5,280	0%	1
401	Rooms and Rest Furniture	\$5,259	\$0	\$0	\$0	\$5,259	0%	1
402	Odells Furniture	\$3,280	\$1,946	\$0	\$0	\$5,226	0%	2
403	BPP ST OWNER LLC	\$0	\$0	\$5,225	\$0	\$5,225	0%	1
404	Bluestem Farm & Ranch	\$4,513	\$692	\$0	\$0	\$5,205	0%	2
405	Deb's Family Hair Care	\$0	\$0	\$0	\$5,157	\$5,157	0%	1
406	Ambridge Do It Best #3464	\$5,096	(\$99)	\$0	\$0	\$4,997	0%	1
407	Pike Road Furniture & Mattress Center	\$2,633	\$2,354	\$0	\$0	\$4,988	0%	2
408	The Point Casino & Hotel	\$4,975	\$0	\$0	\$0	\$4,975	0%	1
409	Gemma Services	\$0	\$0	\$4,960	\$0	\$4,960	0%	1
410	North River Home Care	\$0	\$0	\$4,950	\$0	\$4,950	0%	1
411	LVMC10, LLC Rental Properties	\$0	\$0	\$0	\$4,916	\$4,916	0%	1
412	All American Mattress	\$3,532	\$790	\$557	\$0	\$4,880	0%	3
413	Northern Pharmacy & Medical Equipment	\$4,094	\$0	\$780	\$0	\$4,874	0%	2
414	ON3 Promotional Partners	\$4,896	\$0	(\$44)	\$0	\$4,852	0%	1
415	Hennepin Healthcare Foundation	\$0	\$0	\$4,800	\$0	\$4,800	0%	1
416	Caribou Coffee Company	\$0	\$0	\$4,800	\$0	\$4,800	0%	1
417	King's Appliance 2	\$2,483	\$1,121	\$1,148	\$0	\$4,752	0%	3
418	Shoppers World	\$0	\$0	\$4,711	\$0	\$4,711	0%	1
419	I Hate My Mattress Store	\$3,711	\$982	\$0	\$0	\$4,693	0%	2
420	Lutheran Social Services of ND	\$0	\$0	\$4,630	\$0	\$4,630	0%	1
421	Mattress Warehouse	\$0	\$2,351	\$0	\$2,257	\$4,608	0%	2
422	P.A. Smith Hotel	\$0	\$0	\$0	\$4,592	\$4,592	0%	1
423	Great Bend App, Furn, and Sleepsource	\$1,314	\$1,685	\$352	\$1,239	\$4,590	0%	4
424	Chad Fleck Air BNB	\$0	\$0	\$0	\$4,579	\$4,579	0%	1
425	All American Rental Corp. Warehouse	\$3,600	\$0	\$0	\$972	\$4,572	0%	2
426	Sadtk's Furniture	\$2,307	\$1,105	\$1,149	\$0	\$4,560	0%	3
427	Boomtown Casino Hotel	\$4,548	\$0	\$0	\$0	\$4,548	0%	1
428	St. Mary's Food Bank	\$0	\$0	\$0	\$4,546	\$4,546	0%	1
429	Eastex Outlet Center	\$4,534	\$0	\$0	\$0	\$4,534	0%	1

Nevium Intellectual Property Consultants

MyPillow Retail Sales - All**Schedule 2a**

Retail Sales (in \$USD)							Nevium Calculation	
Source Document		4a	4b	4c	4d	Total Sales	% of Sales	Yrs Purchased
Rank	Retailer	2018	2019	2020	2021			
430	Seagulf Marine Industries	\$0	\$4,530	\$0	\$0	\$4,530	0%	1
431	Seaside Vacation Homes	\$0	\$0	\$0	\$4,515	\$4,515	0%	1
432	Settlement Courtyard Inn & Lavender Spa	\$0	\$0	\$0	\$4,470	\$4,470	0%	1
433	Sofa City	\$4,460	\$4	\$0	\$0	\$4,464	0%	2
434	The Lodge At Hocking College	\$0	\$0	\$0	\$4,453	\$4,453	0%	1
435	Hardwicke Furniture	\$3,843	\$588	\$0	\$0	\$4,431	0%	2
436	Legacy Furniture	\$1,970	\$0	\$0	\$2,415	\$4,385	0%	2
437	Mark's Home & More	\$0	\$0	\$1,905	\$2,467	\$4,372	0%	2
438	Hearthside Foods	\$0	\$0	\$4,320	\$0	\$4,320	0%	1
439	C & C Furniture	\$2,587	\$944	\$757	\$0	\$4,288	0%	3
440	Warmington Furniture	\$4,277	\$0	\$0	\$0	\$4,277	0%	1
441	SPORTSMAN'S MARKET, INC.	\$0	\$0	\$0	\$4,235	\$4,235	0%	1
442	Central States Dist.	\$0	\$0	\$4,229	\$0	\$4,229	0%	1
443	Kings Great Buys Plus	\$4,172	\$0	\$0	\$0	\$4,172	0%	1
444	Katelyn Lester	\$4,170	\$0	\$0	\$0	\$4,170	0%	1
445	Guymon Hometown Appliance & More	\$0	\$4,012	\$120	\$3	\$4,134	0%	3
446	Great Sunrise Marketing	\$0	\$0	\$4,126	\$0	\$4,126	0%	1
447	Residential Services Inc	\$0	\$0	\$4,125	\$0	\$4,125	0%	1
448	D&B Supply	\$0	\$0	\$4,119	\$0	\$4,119	0%	1
449	Lyn's Furniture	\$2,548	\$1,561	\$0	\$0	\$4,109	0%	2
450	Haven Decor	\$0	\$0	\$4,059	\$0	\$4,059	0%	1
451	Evolution Well Services	\$4,023	\$0	\$0	\$0	\$4,023	0%	1
452	SKC Enterprises	\$2,394	\$210	\$1,382	\$0	\$3,986	0%	3
453	Veck Investment Group	\$0	\$0	\$0	\$3,986	\$3,986	0%	1
454	Sam's Town Tunica	\$3,980	\$0	\$0	\$0	\$3,980	0%	1
455	Mat-Su Resort	\$0	\$0	\$0	\$3,978	\$3,978	0%	1
456	Countryside Campers	\$0	\$0	\$0	\$3,929	\$3,929	0%	1
457	Rosemont Inn	\$0	\$0	\$0	\$3,918	\$3,918	0%	1
458	Breinholt Cabins	\$0	\$0	\$0	\$3,909	\$3,909	0%	1
459	Turn 4 Box Company	\$140	\$1,500	\$2,260	\$0	\$3,900	0%	3
460	University of Minnesota	\$0	\$0	\$3,840	\$0	\$3,840	0%	1
461	High Country Mattresses	\$0	\$0	\$0	\$3,818	\$3,818	0%	1
462	Lutheran Family Services of Nebraska, Inc	\$0	\$0	\$3,750	\$0	\$3,750	0%	1
463	Dakota Boys and Girls Ranch	\$0	\$0	\$3,750	\$0	\$3,750	0%	1
464	Lake of the Torches Resort/Casino	\$3,749	\$0	\$0	\$0	\$3,749	0%	1
465	Majik RTO	\$3,700	\$0	\$0	\$0	\$3,700	0%	1
466	Southern Furniture Company, Inc.	\$1,958	\$0	\$576	\$1,157	\$3,692	0%	3
467	Bayside Church Granite Bay	\$0	\$0	\$0	\$3,658	\$3,658	0%	1
468	Dixie Produce, Inc.	\$0	\$0	\$0	\$3,597	\$3,597	0%	1

Nevium Intellectual Property Consultants

MyPillow Retail Sales - All**Schedule 2a**

Retail Sales (in \$USD)						Nevium Calculation	
Source Document		4a	4b	4c	4d	Total Sales	
Rank	Retailer	2018	2019	2020	2021		% of Sales Yrs Purchased
469	Ashley HomeStore	\$0	\$3,573	\$0	\$0	\$3,573	0% 1
470	Nader's Gardena	\$925	\$881	\$1,762	\$0	\$3,568	0% 3
471	Hammacher Schlemmer	\$3,540	\$0	\$0	\$0	\$3,540	0% 1
472	Lutheran Family Services of Virginia	\$0	\$0	\$3,525	\$0	\$3,525	0% 1
473	Fleet Farm & Supply	\$2,362	\$1,083	\$0	\$30	\$3,475	0% 3
474	Anamosa State Penitentiary	\$0	\$0	\$0	\$3,454	\$3,454	0% 1
475	Choice Furniture	\$0	\$0	\$0	\$3,435	\$3,435	0% 1
476	Mattress Dealzz	\$2,376	\$1,057	\$0	\$0	\$3,433	0% 2
477	Bellelo's Furniture and Appliance	\$2,420	\$0	\$990	\$0	\$3,410	0% 2
478	True Value Company	\$0	\$3,402	\$0	\$0	\$3,402	0% 1
479	Blackmon's Furniture (Kens Discount)	\$2,208	\$0	\$1,184	\$0	\$3,392	0% 2
480	Sofas Unlimited	\$1,877	\$1,121	\$368	\$0	\$3,366	0% 3
481	R.P. Home & Harvest Elkhart South IN #204	\$0	\$0	\$0	\$3,360	\$3,360	0% 1
482	Ascentria	\$0	\$0	\$3,360	\$0	\$3,360	0% 1
483	Sandford Health	\$0	\$0	\$3,360	\$0	\$3,360	0% 1
484	Franklin County Medical Center	\$0	\$0	\$3,360	\$0	\$3,360	0% 1
485	Dept. of VA Pennsylvania	\$0	\$0	\$3,360	\$0	\$3,360	0% 1
486	Digestive Care Center	\$0	\$0	\$3,350	\$0	\$3,350	0% 1
487	Mauricio Moeller	\$0	\$0	\$3,350	\$0	\$3,350	0% 1
488	Soldotna Trustworthy - #6166	\$0	\$0	\$0	\$3,273	\$3,273	0% 1
489	Bolin Rental Corp	\$2,245	\$1,015	\$0	\$0	\$3,260	0% 2
490	Yuratwin - Ultimate Sports Adventures	\$0	\$0	\$0	\$3,211	\$3,211	0% 1
491	Kinder Morgan	\$0	\$0	\$3,200	\$0	\$3,200	0% 1
492	R.P. Home & Harvest Wabash, IN	\$0	\$0	\$0	\$3,181	\$3,181	0% 1
493	Buckeye Furniture	\$1,741	\$1,417	\$0	\$0	\$3,158	0% 2
494	College Textbook Savings, LLC	\$0	\$0	\$3,150	\$0	\$3,150	0% 1
495	Innsbrook Country Club & Resort	\$0	\$0	\$0	\$3,118	\$3,118	0% 1
496	Mattress Country	\$2,729	\$384	\$0	\$0	\$3,114	0% 2
497	T-N-T Furniture and Appliances	\$1,064	\$1,328	\$705	\$0	\$3,097	0% 3
498	Massage By Sherry	\$0	\$0	\$1,583	\$1,505	\$3,088	0% 2
499	Growby's RTO	\$3,084	\$0	\$0	\$0	\$3,084	0% 1
500	R.P. Home & Harvest Crawsfordville IN	\$0	\$0	\$0	\$3,080	\$3,080	0% 1
501	Sleep Central	\$3,079	\$0	\$0	\$0	\$3,079	0% 1
502	Furniture Factory Outlet World	\$3,069	\$0	\$0	\$0	\$3,069	0% 1
503	Dow Furniture	\$2,178	\$881	\$0	\$0	\$3,059	0% 2
504	Nustart Holdings Air BNB	\$0	\$0	\$0	\$3,026	\$3,026	0% 1
505	Tec-Tronic Systems, Inc	\$1,538	\$1,484	\$0	\$0	\$3,022	0% 2
506	R.P. Home & Harvest Pontiac, IL	\$0	\$0	\$0	\$3,008	\$3,008	0% 1
507	Kaiser Permanente	\$0	\$0	\$3,000	\$0	\$3,000	0% 1

Nevium Intellectual Property Consultants

MyPillow Retail Sales - All**Schedule 2a**

Retail Sales (in \$USD)							Nevium Calculation	
Source Document		4a	4b	4c	4d	Total Sales	% of Sales	Yrs Purchased
Rank	Retailer	2018	2019	2020	2021			
508	Promotional Images Inc.	\$2,988	\$0	\$0	\$0	\$2,988	0%	1
509	Level 5 Properties	\$0	\$0	\$2,975	\$0	\$2,975	0%	1
510	Suzanne Griffiths	\$0	\$0	\$2,957	\$0	\$2,957	0%	1
511	R.P. Home & Harvest Michigan City, IN	\$0	\$0	\$0	\$2,948	\$2,948	0%	1
512	Binions Gambling Hall	\$2,944	\$0	\$0	\$0	\$2,944	0%	1
513	Runnings of Lockport	\$739	\$2,204	\$0	\$0	\$2,942	0%	2
514	Buchheit	\$0	\$2,925	\$0	\$0	\$2,925	0%	1
515	Paul Licata-Licata Enterprise	\$0	\$0	\$0	\$2,919	\$2,919	0%	1
516	Salco Furniture Co., Inc.	\$1,293	\$705	\$897	\$0	\$2,895	0%	3
517	Nader's Carson	\$396	\$0	\$0	\$2,494	\$2,890	0%	2
518	Paragon Packaging	\$0	\$0	\$2,880	\$0	\$2,880	0%	1
519	Ground Round Metals	\$0	\$0	\$2,880	\$0	\$2,880	0%	1
520	Rochelle Center	\$0	\$0	\$2,880	\$0	\$2,880	0%	1
521	Isi Environmental	\$0	\$0	\$2,879	\$0	\$2,879	0%	1
522	Frito-Lay	\$0	\$0	\$2,859	\$0	\$2,859	0%	1
523	Rhynes and Rhodes Durant	\$2,852	\$0	\$0	\$0	\$2,852	0%	1
524	Mark's Fleet Supply	\$997	\$358	\$1,496	\$0	\$2,850	0%	3
525	R.P. Home & Harvest Morris, IL	\$0	\$0	\$0	\$2,843	\$2,843	0%	1
526	Energy Center Appliance and Mattress	\$561	\$2,282	\$0	\$0	\$2,843	0%	2
527	R.P. Home & Harvest Warsaw, IN	\$0	\$0	\$0	\$2,841	\$2,841	0%	1
528	Annandale Village	\$0	\$0	\$0	\$2,835	\$2,835	0%	1
529	Kozy Furniture	\$2,822	\$0	\$0	\$0	\$2,822	0%	1
530	Warehouse Furniture Inc.	\$2,812	\$0	\$0	\$0	\$2,812	0%	1
531	Premier Wholesale Home Furnishings LLC	\$0	\$0	\$0	\$2,788	\$2,788	0%	1
532	The Brewer Group	\$0	\$0	\$2,760	\$0	\$2,760	0%	1
533	Rudolph's Furniture	\$1,651	\$1,105	\$0	\$0	\$2,756	0%	2
534	Prime Brothers Furniture	\$2,752	\$0	\$0	\$0	\$2,752	0%	1
535	Banner Seasons	\$0	\$2,735	\$0	\$0	\$2,735	0%	1
536	Fairbo Farm & Home Supply	\$2,729	\$0	\$0	\$0	\$2,729	0%	1
537	Home Waters Club	\$0	\$2,728	\$0	\$0	\$2,728	0%	1
538	Sleepy Hollow Furniture and Mattress	\$1,561	\$173	\$990	\$0	\$2,724	0%	3
539	Blue Moon Hotel	\$0	\$0	\$0	\$2,724	\$2,724	0%	1
540	Leader Stores	\$2,723	\$0	\$0	\$0	\$2,723	0%	1
541	Rite's TV and Appliance	\$2,719	\$0	\$0	\$0	\$2,719	0%	1
542	Harris Home	\$1,247	\$1,471	\$0	\$0	\$2,719	0%	2
543	The Furniture Depot	\$1,822	\$881	\$0	\$0	\$2,703	0%	2
544	Karvonen's	\$2,695	\$0	\$0	\$0	\$2,695	0%	1
545	Eniva USA Inc	\$0	\$0	\$2,690	\$0	\$2,690	0%	1
546	Welsh Mountain Home	\$0	\$0	\$0	\$2,665	\$2,665	0%	1

Nevium Intellectual Property Consultants

MyPillow Retail Sales - All**Schedule 2a**

Retail Sales (in \$USD)						Nevium Calculation	
Source Document		4a	4b	4c	4d	Total Sales	
Rank	Retailer	2018	2019	2020	2021		% of Sales Yrs Purchased
547	Savannah Kennel Club	\$0	\$0	\$2,615	\$0	\$2,615	0% 1
548	Dan's Appliance	\$412	\$608	\$785	\$804	\$2,609	0% 4
549	Neil Meinster	\$1,989	\$600	\$0	\$0	\$2,589	0% 2
550	Martin Appliance & Furniture	\$2,574	\$0	\$0	\$0	\$2,574	0% 1
551	R.P. Home & Harvest Watseka, IL	\$0	\$0	\$0	\$2,554	\$2,554	0% 1
552	Echo Haiti	\$0	\$0	\$0	\$2,552	\$2,552	0% 1
553	Lakeshore Community Services	\$0	\$0	\$2,550	\$0	\$2,550	0% 1
554	R.P. Lumber Marion, IN	\$0	\$0	\$0	\$2,549	\$2,549	0% 1
555	GIS	\$0	\$2,529	\$0	\$0	\$2,529	0% 1
556	R.P. Home & Harvest Homer Glen IL	\$0	\$0	\$0	\$2,525	\$2,525	0% 1
557	Western Sales	\$2,515	\$0	\$0	\$0	\$2,515	0% 1
558	Darren J. Felish	\$2,513	\$0	\$0	\$0	\$2,513	0% 1
559	R.P. Home & Harvest Portage, WI	\$0	\$0	\$0	\$2,510	\$2,510	0% 1
560	Murphy-Wall State Bank and Trust	\$0	\$0	\$0	\$2,500	\$2,500	0% 1
561	Scottdel	\$0	\$2,484	\$0	\$0	\$2,484	0% 1
562	Shoppers Supply - Chandler, AZ.	\$0	\$0	\$2,469	\$0	\$2,469	0% 1
563	Giant Realty	\$0	\$0	\$1,952	\$510	\$2,463	0% 2
564	Charles Slone, DDS	\$0	\$0	\$2,450	\$0	\$2,450	0% 1
565	Abracon, LLC	\$0	\$0	\$2,450	\$0	\$2,450	0% 1
566	Diamond Jacks Casino Hotel	\$2,444	\$0	\$0	\$0	\$2,444	0% 1
567	Wells House at Gale Recovery	\$0	\$0	\$0	\$2,432	\$2,432	0% 1
568	Anderson Reg Med Ctr	\$0	\$0	\$2,410	\$0	\$2,410	0% 1
569	St. Joseph County Airport Authority	\$0	\$0	\$2,400	\$0	\$2,400	0% 1
570	Jones-Harrison	\$0	\$2,388	\$0	\$0	\$2,388	0% 1
571	United Furniture	\$1,856	\$529	\$0	\$0	\$2,385	0% 2
572	Sleep World	\$0	\$0	\$0	\$2,383	\$2,383	0% 1
573	Inn on the Square	\$0	\$0	\$0	\$2,375	\$2,375	0% 1
574	Nielsen Electric TV and Appliance	\$793	\$352	\$352	\$855	\$2,353	0% 4
575	Spaulding Clinical	\$0	\$0	\$0	\$2,351	\$2,351	0% 1
576	Herrschners	\$0	\$2,331	\$0	\$0	\$2,331	0% 1
577	Danny's Home Health Care	\$0	\$0	\$2,310	\$0	\$2,310	0% 1
578	Red Farms SVC LLC	\$0	\$0	\$2,307	\$0	\$2,307	0% 1
579	Tiverton Casino Hotel	\$0	\$2,306	\$0	\$0	\$2,306	0% 1
580	Avera McKennan Hospital	\$0	\$2,250	\$30	\$0	\$2,280	0% 2
581	Herring Networks Inc.	\$0	\$0	\$2,280	\$0	\$2,280	0% 1
582	Multi Center SRL Do It Best #7192	\$0	\$0	\$0	\$2,272	\$2,272	0% 1
583	Cowboy Jacks Foundation	\$0	\$0	\$2,237	\$0	\$2,237	0% 1
584	Rivers Edge Pain Relief	\$0	\$0	\$0	\$2,223	\$2,223	0% 1
585	AAA Mattress & Furniture	\$0	\$0	\$0	\$2,217	\$2,217	0% 1

Nevium Intellectual Property Consultants

MyPillow Retail Sales - All**Schedule 2a**

Retail Sales (in \$USD)							Nevium Calculation	
Source Document		4a	4b	4c	4d	Total Sales	% of Sales	Yrs Purchased
Rank	Retailer	2018	2019	2020	2021			
586	Signature Lodge	\$0	\$0	\$0	\$2,213	\$2,213	0%	1
587	Impact Dimensions, LLC-St. Louis	\$0	\$2,210	\$0	\$0	\$2,210	0%	1
588	Home Style Furniture	\$901	\$368	\$368	\$566	\$2,203	0%	4
589	Mattress Central	\$957	\$1,073	\$173	\$0	\$2,203	0%	3
590	Hawkings Home and Lawn	\$2,198	\$0	\$0	\$0	\$2,198	0%	1
591	Ehler's Furniture and Appliance	\$865	\$1,329	\$0	\$0	\$2,194	0%	2
592	Tidewater Appliance	\$861	\$841	\$488	\$0	\$2,190	0%	3
593	Ottoville Hardware #0246	\$0	\$0	\$0	\$2,182	\$2,182	0%	1
594	Providence Hardware Do It Best	\$0	\$0	\$0	\$2,166	\$2,166	0%	1
595	Jenkins TV	\$2,162	\$0	\$0	\$0	\$2,162	0%	1
596	Highland Court Motel	\$0	\$0	\$0	\$2,160	\$2,160	0%	1
597	R.P. Home & Harvest Rochester, IN	\$0	\$0	\$0	\$2,152	\$2,152	0%	1
598	Furniture Mattress Outlet	\$2,138	\$0	\$0	\$0	\$2,138	0%	1
599	Haywood Builders Supply	\$2,136	\$0	\$0	\$0	\$2,136	0%	1
600	Florida East Coast Railway	\$0	\$0	\$0	\$2,125	\$2,125	0%	1
601	Alamance TV and Home Furnishings	\$0	\$1,751	\$368	\$0	\$2,120	0%	2
602	Sarasota Wellness & Internal Medicine	\$0	\$0	\$0	\$2,114	\$2,114	0%	1
603	Sawyer's House of Furniture	\$1,337	\$768	\$0	\$0	\$2,105	0%	2
604	The Marek Group	\$1,929	\$156	\$0	\$0	\$2,084	0%	2
605	C'Mon Inn	\$0	\$2,082	\$0	\$0	\$2,082	0%	1
606	Magic Mattress	\$0	\$0	\$705	\$1,370	\$2,074	0%	2
607	Ferguson's House of Furniture	\$1,271	\$801	\$0	\$0	\$2,072	0%	2
608	Florida Engineering, LLC	\$0	\$0	\$0	\$2,069	\$2,069	0%	1
609	Beds & More	\$1,287	\$780	\$0	\$0	\$2,067	0%	2
610	R.P. Home & Harvest Findlay, OH	\$0	\$0	\$0	\$2,048	\$2,048	0%	1
611	Wilson's	\$2,016	\$0	\$0	\$0	\$2,016	0%	1
612	HomeCare Plus, Inc	\$0	\$0	\$0	\$2,010	\$2,010	0%	1
613	Mary's Sewing & Such	\$0	\$0	\$0	\$2,009	\$2,009	0%	1
614	Overbye Transport	\$2,000	\$0	\$0	\$0	\$2,000	0%	1
615	King Bee Delivery LLC	\$0	\$0	\$2,000	\$0	\$2,000	0%	1
616	Quarles Supply #3624	\$0	\$0	\$0	\$1,990	\$1,990	0%	1
617	Sam Franklin's	\$1,980	\$0	\$0	\$0	\$1,980	0%	1
618	Rome Furniture	\$1,980	\$0	\$0	\$0	\$1,980	0%	1
619	Coreco Pearson	\$0	\$0	\$0	\$1,980	\$1,980	0%	1
620	McKinley Health Center	\$0	\$0	\$1,970	\$0	\$1,970	0%	1
621	Lewiston Lodge	\$0	\$0	\$0	\$1,961	\$1,961	0%	1
622	Thomason Furniture	\$931	\$1,021	\$0	\$0	\$1,951	0%	2
623	Frontier	\$0	\$1,940	\$0	\$0	\$1,940	0%	1
624	West Coast Appliance & Furniture	\$1,938	\$0	\$0	\$0	\$1,938	0%	1

Nevium Intellectual Property Consultants

MyPillow Retail Sales - All**Schedule 2a**

Retail Sales (in \$USD)							Nevium Calculation	
Source Document		4a	4b	4c	4d	Total Sales	% of Sales	Yrs Purchased
Rank	Retailer	2018	2019	2020	2021			
625	House of Television Rental Warehouse	\$1,920	\$0	\$0	\$0	\$1,920	0%	1
626	U.S. Marshal Service Chicago	\$0	\$0	\$1,920	\$0	\$1,920	0%	1
627	Affordable Mattress	\$0	\$0	\$0	\$1,918	\$1,918	0%	1
628	Tree Projects	\$0	\$0	\$0	\$1,911	\$1,911	0%	1
629	The Old Waters Inn	\$0	\$0	\$0	\$1,911	\$1,911	0%	1
630	Selinsgrove Bedding DBA Sleep World	\$0	\$0	\$0	\$1,906	\$1,906	0%	1
631	Serving Time Jail Ministry	\$0	\$0	\$0	\$1,906	\$1,906	0%	1
632	Casablanca Inn	\$0	\$0	\$0	\$1,895	\$1,895	0%	1
633	Power Of One DBA Mattress	\$0	\$1,882	\$0	\$0	\$1,882	0%	1
634	E&E Furniture	\$1,176	\$240	\$0	\$428	\$1,844	0%	3
635	Furniture and Mattress Direct	\$849	\$990	\$0	\$0	\$1,839	0%	2
636	R&J International	\$1,278	\$560	\$0	\$0	\$1,839	0%	2
637	Farm & Home	\$1,834	\$0	\$0	\$0	\$1,834	0%	1
638	Walker True Value	\$0	\$0	\$0	\$1,823	\$1,823	0%	1
639	Pike View Lodge	\$0	\$0	\$0	\$1,822	\$1,822	0%	1
640	Hy-Vee Eagan	\$1,808	\$0	\$0	\$0	\$1,808	0%	1
641	Hy-Vee Shakopee	\$1,808	\$0	\$0	\$0	\$1,808	0%	1
642	Hammer & Wikan	\$0	\$0	\$0	\$1,804	\$1,804	0%	1
643	R.P. Home & Harvest Rochelle, IL	\$0	\$0	\$0	\$1,787	\$1,787	0%	1
644	R.P. Home & Harvest Tilton, IL	\$0	\$0	\$0	\$1,783	\$1,783	0%	1
645	Osakis General Store	\$0	\$0	\$0	\$1,781	\$1,781	0%	1
646	7 Day Furniture Lincoln	\$0	\$0	\$1,780	\$0	\$1,780	0%	1
647	Great Sunrise Marketing Inc.	\$0	\$1,768	\$0	\$0	\$1,768	0%	1
648	Pocahontas Farm & Home, Inc.	\$1,269	\$0	\$495	\$0	\$1,763	0%	2
649	Charlie Wilson's	\$1,762	\$0	\$0	\$0	\$1,762	0%	1
650	Bark Park Resort	\$0	\$0	\$0	\$1,756	\$1,756	0%	1
651	Osceola Farm and Home	\$1,749	\$0	\$0	\$0	\$1,749	0%	1
652	Countryside Cooperative	\$1,037	\$710	\$0	\$0	\$1,747	0%	2
653	Silica For Your Home	\$1,742	\$0	\$0	\$0	\$1,742	0%	1
654	Home Plus	\$1,742	\$0	\$0	\$0	\$1,742	0%	1
655	Steve Poetter	\$0	\$0	\$1,740	\$0	\$1,740	0%	1
656	Concordia Life Care Community	\$0	\$0	\$1,740	\$0	\$1,740	0%	1
657	Vaupel Home Furnishings	\$1,386	\$352	\$0	\$0	\$1,738	0%	2
658	City of Cedar Falls Public Works	\$0	\$1,735	\$0	\$0	\$1,735	0%	1
659	Restful Sleep' Inc	\$1,259	\$472	\$0	\$0	\$1,732	0%	2
660	Glen's Furniture	\$0	\$0	\$0	\$1,727	\$1,727	0%	1
661	Silo Suites	\$0	\$0	\$0	\$1,727	\$1,727	0%	1
662	Jerry's Furniture	\$1,371	\$352	\$0	\$0	\$1,724	0%	2
663	MN Screen Print	\$0	\$0	\$0	\$1,719	\$1,719	0%	1

Nevium Intellectual Property Consultants

MyPillow Retail Sales - All**Schedule 2a**

Retail Sales (in \$USD)							Nevium Calculation	
Source Document		4a	4b	4c	4d	Total Sales	% of Sales	Yrs Purchased
Rank	Retailer	2018	2019	2020	2021			
664	Central Rent To Own	\$1,000	\$712	\$0	\$0	\$1,712	0%	2
665	Do Furniture	\$1,704	\$0	\$0	\$0	\$1,704	0%	1
666	Cleek's #1	\$1,700	\$0	\$0	\$0	\$1,700	0%	1
667	Dunn Hardware & Supply #1922	\$1,694	\$0	\$0	\$0	\$1,694	0%	1
668	Cadillac Jack's Gaming Resort	\$0	\$0	\$1,691	\$0	\$1,691	0%	1
669	Sunrise Identity - Fit for a King Embroid	\$1,680	\$0	\$0	\$0	\$1,680	0%	1
670	Jerome Stevens Pharmaceuticals	\$0	\$0	\$0	\$1,679	\$1,679	0%	1
671	Sans Midman Furniture	\$0	\$0	\$0	\$1,672	\$1,672	0%	1
672	Lovin's Wholesale, LLC	\$0	\$0	\$0	\$1,670	\$1,670	0%	1
673	Mattress City of Midland	\$1,659	\$0	\$0	\$0	\$1,659	0%	1
674	Alexander's Furniture	\$1,198	\$451	\$0	\$0	\$1,649	0%	2
675	Furniture Design Center Eureka	\$1,647	\$0	\$0	\$0	\$1,647	0%	1
676	Heritage Hotel Lancaster	\$0	\$0	\$0	\$1,644	\$1,644	0%	1
677	Macon Furniture Mart	\$1,224	\$412	\$0	\$0	\$1,636	0%	2
678	JAX Fort Collins	\$1,629	\$0	\$0	\$0	\$1,629	0%	1
679	Woodland Bible Church	\$0	\$616	\$0	\$1,008	\$1,624	0%	2
680	Appliance & Furniture Rent-All	\$800	\$0	\$816	\$0	\$1,616	0%	2
681	Furniture & Mattress Galleries	\$1,614	\$0	\$0	\$0	\$1,614	0%	1
682	Anthony's TV & Appliance	\$465	\$0	\$0	\$1,141	\$1,606	0%	2
683	Mitchell Rep Group	\$367	\$1,234	\$0	\$0	\$1,601	0%	2
684	Ben Franklin Transit	\$0	\$0	\$1,600	\$0	\$1,600	0%	1
685	Ken's Furniture	\$412	\$1,184	\$0	\$0	\$1,596	0%	2
686	All American Furniture & Mattress	\$1,588	\$0	\$0	\$0	\$1,588	0%	1
687	Mansen Furniture Outlet	\$1,584	\$0	\$0	\$0	\$1,584	0%	1
688	R.P. Home & Harvest Lima, OH	\$0	\$0	\$0	\$1,566	\$1,566	0%	1
689	Center for Hellenic Studies	\$0	\$0	\$0	\$1,564	\$1,564	0%	1
690	Carson Home	\$1,561	\$0	\$0	\$0	\$1,561	0%	1
691	Sunkist Enterprises	\$0	\$0	\$1,560	\$0	\$1,560	0%	1
692	Huffman's Farm & Home	\$1,134	\$0	\$422	\$0	\$1,557	0%	2
693	Great Rooms Furniture & Mattresses	\$834	\$721	\$0	\$0	\$1,554	0%	2
694	Gray House Motel	\$0	\$0	\$0	\$1,553	\$1,553	0%	1
695	Qolture	\$1,553	\$0	\$0	\$0	\$1,553	0%	1
696	Concordia Place	\$0	\$0	\$1,550	\$0	\$1,550	0%	1
697	Silver Slipper Casino	\$1,546	\$0	\$0	\$0	\$1,546	0%	1
698	Broadway Video	\$696	\$837	\$0	\$0	\$1,533	0%	2
699	Mitchells	\$249	\$592	\$0	\$688	\$1,530	0%	3
700	R.P. Lumber Washington, IL	\$0	\$0	\$0	\$1,527	\$1,527	0%	1
701	R.P. Lumber Pekin, IL	\$0	\$0	\$0	\$1,527	\$1,527	0%	1
702	Cleek's #5	\$1,350	\$0	\$175	\$0	\$1,525	0%	2

Nevium Intellectual Property Consultants

MyPillow Retail Sales - All**Schedule 2a**

Retail Sales (in \$USD)						Nevium Calculation	
Source Document		4a	4b	4c	4d	Total Sales	
Rank	Retailer	2018	2019	2020	2021		% of Sales Yrs Purchased
703	R.P. Lumber Elkhart, IN #208	\$0	\$0	\$0	\$1,525	\$1,525	0% 1
704	A to Z Furniture	\$1,525	\$0	\$0	\$0	\$1,525	0% 1
705	Main Appliance	\$1,525	\$0	\$0	\$0	\$1,525	0% 1
706	Imagine That Embroidery	\$0	\$0	\$0	\$1,523	\$1,523	0% 1
707	R.P. Home & Harvest Streator, IL	\$0	\$0	\$0	\$1,523	\$1,523	0% 1
708	Benny's on the Beach	\$0	\$0	\$1,200	\$320	\$1,520	0% 2
709	R.P. Lumber Burlington, WI	\$0	\$0	\$0	\$1,516	\$1,516	0% 1
710	ABC Rental	\$972	\$0	\$540	\$0	\$1,512	0% 2
711	House 2 Home Furniture H2H	\$1,506	\$0	\$0	\$0	\$1,506	0% 1
712	InterVarsity At Toah Nipi Retreat Ctr.	\$0	\$1,504	\$0	\$0	\$1,504	0% 1
713	Withrow Furniture Company	\$1,261	\$240	\$0	\$0	\$1,501	0% 2
714	Affordable Mattress & Furniture	\$1,144	\$352	\$0	\$0	\$1,497	0% 2
715	Peaceful Sleeper	\$0	\$0	\$0	\$1,495	\$1,495	0% 1
716	Ozark Manor	\$0	\$0	\$0	\$1,491	\$1,491	0% 1
717	Retail Holdings, LLC	\$0	\$1,490	\$0	\$0	\$1,490	0% 1
718	Home Furniture & Carpet	\$1,010	\$473	\$0	\$0	\$1,483	0% 2
719	At Your Service	\$0	\$0	\$0	\$1,482	\$1,482	0% 1
720	Driscoll Children's Hospital	\$0	\$0	\$0	\$1,476	\$1,476	0% 1
721	Eastland Office Supply	\$1,472	\$0	\$0	\$0	\$1,472	0% 1
722	Lehmann's Furniture	\$314	\$0	\$0	\$1,145	\$1,459	0% 2
723	First Baptist of Golden CO	\$0	\$0	\$0	\$1,458	\$1,458	0% 1
724	Fisher Furniture	\$0	\$0	\$0	\$1,457	\$1,457	0% 1
725	Big Red Furniture & Mattress	\$1,451	\$0	\$0	\$0	\$1,451	0% 1
726	Dunhams Furniture	\$0	\$705	\$737	\$0	\$1,441	0% 2
727	Ranch and Home Hermiston	\$0	\$0	\$1,441	\$0	\$1,441	0% 1
728	Apex International	\$0	\$0	\$1,440	\$0	\$1,440	0% 1
729	Rounds Ground Metals	\$0	\$0	\$1,440	\$0	\$1,440	0% 1
730	US Compliance Corp	\$0	\$0	\$1,440	\$0	\$1,440	0% 1
731	Lutheran C and FS of IL Belleville	\$0	\$0	\$1,440	\$0	\$1,440	0% 1
732	U.S. Marshal Greensboro	\$0	\$0	\$1,440	\$0	\$1,440	0% 1
733	Windsong Resort PLS-Reef Res.	\$0	\$1,436	\$0	\$0	\$1,436	0% 1
734	High Hill Inn	\$0	\$0	\$0	\$1,429	\$1,429	0% 1
735	Legate's Furniture World	\$1,426	\$0	\$0	\$0	\$1,426	0% 1
736	ACE-N-MORE	\$1,421	\$0	\$0	\$0	\$1,421	0% 1
737	Bestway #123	\$0	\$0	\$1,412	\$0	\$1,412	0% 1
738	Gammel's Inc.	\$665	\$745	\$0	\$0	\$1,410	0% 2
739	SPS Town & Country	\$0	\$0	\$1,409	\$0	\$1,409	0% 1
740	Byesville Furniture	\$784	\$624	\$0	\$0	\$1,408	0% 2
741	B&W Furniture	\$1,408	\$0	\$0	\$0	\$1,408	0% 1

Nevium Intellectual Property Consultants

MyPillow Retail Sales - All**Schedule 2a**

Retail Sales (in \$USD)							Nevium Calculation	
Source Document		4a	4b	4c	4d	Total Sales	% of Sales	Yrs Purchased
Rank	Retailer	2018	2019	2020	2021			
742	Jax Ranch and Home	\$0	\$1,396	\$0	\$0	\$1,396	0%	1
743	Bill's Discount Furniture	\$1,396	\$0	\$0	\$0	\$1,396	0%	1
744	Thomas Wholesale Furniture	\$1,396	\$0	\$0	\$0	\$1,396	0%	1
745	Pardini Appliance & Mattress	\$1,394	\$0	\$0	\$0	\$1,394	0%	1
746	U Can Rent/Family Home Furniture	\$972	\$420	\$0	\$0	\$1,392	0%	2
747	JB Grace Furniture	\$1,390	\$0	\$0	\$0	\$1,390	0%	1
748	Art Heary & Sons	\$1,386	\$0	\$0	\$0	\$1,386	0%	1
749	Jamaica Blue Skies Beach Resort, Ltd.	\$0	\$1,385	\$0	\$0	\$1,385	0%	1
750	Thompson Furniture & Mattress	\$1,376	\$0	\$0	\$0	\$1,376	0%	1
751	Home Style Furniture & Mattress	\$1,370	\$0	\$0	\$0	\$1,370	0%	1
752	Allen Furniture	\$859	\$504	\$0	\$0	\$1,363	0%	2
753	China Towne	\$0	\$712	\$0	\$648	\$1,360	0%	2
754	Doyles Farm & Home	\$1,700	(\$342)	\$0	\$0	\$1,358	0%	1
755	Judson Ludeking, President	\$0	\$1,352	\$0	\$0	\$1,352	0%	1
756	Cleek's RTO #4	\$1,350	\$0	\$0	\$0	\$1,350	0%	1
757	Cleek's #3	\$1,350	\$0	\$0	\$0	\$1,350	0%	1
758	Cleek's #2	\$1,350	\$0	\$0	\$0	\$1,350	0%	1
759	Steuart Contract Packaging	\$0	\$0	\$0	\$1,342	\$1,342	0%	1
760	Furniture City LLC	\$1,337	\$0	\$0	\$0	\$1,337	0%	1
761	Brown's Furniture	\$1,224	\$104	\$0	\$0	\$1,328	0%	2
762	Flag City Furniture	\$1,327	\$0	\$0	\$0	\$1,327	0%	1
763	Hometown Furniture	\$1,313	\$0	\$0	\$0	\$1,313	0%	1
764	M&M Appliance	\$901	\$412	\$0	\$0	\$1,313	0%	2
765	Rivermend Inc. Georgia Recovery	\$0	\$0	\$1,300	\$0	\$1,300	0%	1
766	Robert's TV and Appliance	\$1,299	\$0	\$0	\$0	\$1,299	0%	1
767	Sleep Solution Store	\$1,297	\$0	\$0	\$0	\$1,297	0%	1
768	Fischer Furniture, Inc.	\$512	\$783	\$0	\$0	\$1,295	0%	2
769	Roots and Wings Consulting	\$0	\$0	\$1,294	\$0	\$1,294	0%	1
770	Bay Appliance	\$0	\$0	\$0	\$1,285	\$1,285	0%	1
771	Motel Ely	\$0	\$1,277	\$0	\$0	\$1,277	0%	1
772	Jack Zachary	\$0	\$1,277	\$0	\$0	\$1,277	0%	1
773	Erick Nolting	\$0	\$0	\$0	\$1,272	\$1,272	0%	1
774	Furniture Zone	\$1,270	\$0	\$0	\$0	\$1,270	0%	1
775	Race Brothers Farm Supply	\$1,269	\$0	\$0	\$0	\$1,269	0%	1
776	North Carolina Furniture Direct	\$0	\$0	\$0	\$1,264	\$1,264	0%	1
777	Make It Home Furniture	\$1,261	\$0	\$0	\$0	\$1,261	0%	1
778	Limitless Kitchen & Bath Inc.	\$1,051	\$208	\$0	\$0	\$1,259	0%	2
779	Al's Furniture	\$825	\$432	\$0	\$0	\$1,257	0%	2
780	Detroit Rescue Mission Ministries	\$0	\$0	\$0	\$1,250	\$1,250	0%	1

Nevium Intellectual Property Consultants

MyPillow Retail Sales - All**Schedule 2a**

Retail Sales (in \$USD)						Nevium Calculation	
Source Document		4a	4b	4c	4d	Total Sales	
Rank	Retailer	2018	2019	2020	2021		% of Sales Yrs Purchased
781	Red Butte Ranch	\$0	\$0	\$1,250	\$0	\$1,250	0% 1
782	B.J. Stevens Appliances	\$861	\$384	\$0	\$0	\$1,245	0% 2
783	Miller's Murphy Bed	\$0	\$0	\$0	\$1,243	\$1,243	0% 1
784	Half Price Mattress Of SWFL Inc	\$0	\$1,240	\$0	\$0	\$1,240	0% 1
785	Better Night Sleep Center	\$0	\$0	\$0	\$1,230	\$1,230	0% 1
786	Ground Works Land Design	\$0	\$0	\$1,225	\$0	\$1,225	0% 1
787	Mattress Express & More	\$1,209	\$0	\$0	\$0	\$1,209	0% 1
788	Robert's TV and Appliance	\$0	\$0	\$0	\$1,206	\$1,206	0% 1
789	Premier Rental SA Loop	\$1,200	\$0	\$0	\$0	\$1,200	0% 1
790	Premier Rental SA Fair	\$1,200	\$0	\$0	\$0	\$1,200	0% 1
791	Premier Rental SA Commerce	\$1,200	\$0	\$0	\$0	\$1,200	0% 1
792	Premier Rental Purchase	\$1,200	\$0	\$0	\$0	\$1,200	0% 1
793	Colortyme/J&M Leasing	\$1,200	\$0	\$0	\$0	\$1,200	0% 1
794	Premier Rental SA West	\$1,200	\$0	\$0	\$0	\$1,200	0% 1
795	Eagle Rental	\$1,200	\$0	\$0	\$0	\$1,200	0% 1
796	Aarons #F748	\$1,200	\$0	\$0	\$0	\$1,200	0% 1
797	Premier Rental SA Military	\$1,200	\$0	\$0	\$0	\$1,200	0% 1
798	Auger's Pine View Resort	\$0	\$0	\$0	\$1,193	\$1,193	0% 1
799	Naniboujou Lodge	\$0	\$0	\$0	\$1,193	\$1,193	0% 1
800	Sam's Appliance TV and Furniture	\$1,188	\$0	\$0	\$0	\$1,188	0% 1
801	Cloudix Company	\$0	\$0	\$1,187	\$0	\$1,187	0% 1
802	Chaz Dean	\$0	\$1,157	\$0	\$0	\$1,157	0% 1
803	E.L. Klinner Furniture Co.	\$1,144	\$0	\$0	\$0	\$1,144	0% 1
804	The Riverside Ranch Resort	\$1,135	\$0	\$0	\$0	\$1,135	0% 1
805	Homer Shores	\$0	\$0	\$0	\$1,133	\$1,133	0% 1
806	Plotkin's Fine Furniture	\$780	\$352	\$0	\$0	\$1,133	0% 2
807	King's Appliance	\$0	\$0	\$0	\$1,132	\$1,132	0% 1
808	Marsen Furniture Outlet	\$768	\$352	\$0	\$0	\$1,121	0% 2
809	General Store N.V. Aruba Do It Best	\$0	\$0	\$0	\$1,116	\$1,116	0% 1
810	Ottoville Hardware	\$1,113	\$0	\$0	\$0	\$1,113	0% 1
811	Matthew Arciero NYFD	\$1,105	\$0	\$0	\$0	\$1,105	0% 1
812	Diane Bovee	\$0	\$0	\$0	\$1,100	\$1,100	0% 1
813	AA Mattress	\$1,099	\$0	\$0	\$0	\$1,099	0% 1
814	SND Appliances	\$0	\$0	\$0	\$1,096	\$1,096	0% 1
815	Just Right Mattress Outlet	\$743	\$352	\$0	\$0	\$1,095	0% 2
816	House of Values	\$1,091	\$0	\$0	\$0	\$1,091	0% 1
817	Jenkins Home Center	\$1,089	\$0	\$0	\$0	\$1,089	0% 1
818	M & S Hardware #4735	\$0	\$0	\$0	\$1,076	\$1,076	0% 1
819	Land-O-Dreams	\$0	\$0	\$0	\$1,071	\$1,071	0% 1

Nevium Intellectual Property Consultants

MyPillow Retail Sales - All**Schedule 2a**

Retail Sales (in \$USD)						Nevium Calculation	
Source Document		4a	4b	4c	4d	Total Sales	
Rank	Retailer	2018	2019	2020	2021		% of Sales Yrs Purchased
820	BM Transport	\$0	\$0	\$0	\$1,069	\$1,069	0% 1
821	Kittles's Home Furnishings	\$1,057	\$0	\$0	\$0	\$1,057	0% 1
822	Mattress Warehouse - Other	\$0	\$0	\$1,057	\$0	\$1,057	0% 1
823	St. Ben's Senior Community	\$0	\$1,050	\$0	\$0	\$1,050	0% 1
824	Raindew Family Centers & Pharmacy	\$0	\$0	\$1,043	\$0	\$1,043	0% 1
825	Uhlmann's Home Furnishings	\$1,040	\$0	\$0	\$0	\$1,040	0% 1
826	Coastal Bedding	\$1,040	\$0	\$0	\$0	\$1,040	0% 1
827	Sleep Center	\$1,038	\$0	\$0	\$0	\$1,038	0% 1
828	Fagerland Air BNB	\$0	\$0	\$0	\$1,034	\$1,034	0% 1
829	Persante	\$777	\$1,040	\$0	(\$783)	\$1,034	0% 2
830	Newslink of Tampa	\$1,026	\$0	\$0	\$0	\$1,026	0% 1
831	Abernathy's Complete Home Furnishings	\$0	\$0	\$0	\$1,025	\$1,025	0% 1
832	Wesco Home Furnishings	\$1,024	\$0	\$0	\$0	\$1,024	0% 1
833	Castaways at Sunday Bay	\$0	\$0	\$0	\$1,020	\$1,020	0% 1
834	Zozi's Loft	\$1,012	\$0	\$0	\$0	\$1,012	0% 1
835	Francis Furniture Bellefontaine	\$804	\$208	\$0	\$0	\$1,012	0% 2
836	Hennen Furniture	\$1,003	\$0	\$0	\$0	\$1,003	0% 1
837	Hilltop Renewal Center	\$0	\$0	\$0	\$998	\$998	0% 1
838	C.A. Wilson Company	\$596	\$384	\$0	\$0	\$980	0% 2
839	Daleys BrandSource Home Furnishings	\$0	\$972	\$0	\$0	\$972	0% 1
840	Furniture 4 Less Outlet	\$602	\$368	\$0	\$0	\$970	0% 2
841	The Bedding Express	\$0	\$0	\$0	\$963	\$963	0% 1
842	Mackey Home Furnishings	\$962	\$0	\$0	\$0	\$962	0% 1
843	Best Buy Furniture	\$960	\$0	\$0	\$0	\$960	0% 1
844	Clean Harbors Environmental Services	\$0	\$0	\$960	\$0	\$960	0% 1
845	Pamco Label	\$0	\$0	\$960	\$0	\$960	0% 1
846	U.S. Marshal Service Texas	\$0	\$0	\$960	\$0	\$960	0% 1
847	Exactec	\$0	\$0	\$960	\$0	\$960	0% 1
848	Maine Potato Growers, Inc.	\$0	\$0	\$960	\$0	\$960	0% 1
849	FW-AC Airport Authority	\$0	\$0	\$960	\$0	\$960	0% 1
850	Compassion International	\$0	\$0	\$960	\$0	\$960	0% 1
851	CP Flexible Packaging	\$0	\$0	\$960	\$0	\$960	0% 1
852	Waste Management Simpsonville	\$0	\$0	\$960	\$0	\$960	0% 1
853	Waste Management Lufkin	\$0	\$0	\$960	\$0	\$960	0% 1
854	Foster Fuels	\$0	\$0	\$960	\$0	\$960	0% 1
855	Challenge Center, Inc	\$0	\$0	\$960	\$0	\$960	0% 1
856	U.S. Marshal Service Omaha	\$0	\$0	\$960	\$0	\$960	0% 1
857	Stan's Homestore	\$0	\$957	\$0	\$0	\$957	0% 1
858	Furniture Direct	\$396	\$560	\$0	\$0	\$956	0% 2

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Source Document		4a	4b	4c	4d	Total Sales	
Rank	Retailer	2018	2019	2020	2021		% of Sales Yrs Purchased
859	Julie Crites	\$0	\$0	\$0	\$955	\$955	0% 1
860	Camp Hope	\$0	\$0	\$0	\$954	\$954	0% 1
861	Benton County	\$0	\$0	\$952	\$0	\$952	0% 1
862	DesignWise, Inc.	\$952	\$0	\$0	\$0	\$952	0% 1
863	Stewart Furniture	\$743	\$208	\$0	\$0	\$950	0% 2
864	Mattress Express	\$0	\$947	\$0	\$0	\$947	0% 1
865	Richmond Furniture	\$938	\$0	\$0	\$0	\$938	0% 1
866	Home Décor Furniture	\$0	\$0	\$932	\$0	\$932	0% 1
867	Central Appliance	\$931	\$0	\$0	\$0	\$931	0% 1
868	Ashworth Appliance & Electronics	\$931	\$0	\$0	\$0	\$931	0% 1
869	Klingmans Furniture & Design	\$931	\$0	\$0	\$0	\$931	0% 1
870	Catmar, Inc.	\$0	\$0	\$0	\$929	\$929	0% 1
871	Glennallen Hardware Do It Best	\$0	\$0	\$0	\$925	\$925	0% 1
872	Wilsons True Value	\$0	\$0	\$916	\$0	\$916	0% 1
873	Covenant Business Planning Solutions	\$0	\$0	\$0	\$916	\$916	0% 1
874	Tuscola Home Center #5493	\$0	\$0	\$0	\$910	\$910	0% 1
875	Julie House, Inc.	\$910	\$0	\$0	\$0	\$910	0% 1
876	Salt And Light, LLC	\$0	\$0	\$0	\$909	\$909	0% 1
877	Hy-Vee Brooklyn Park	\$904	\$0	\$0	\$0	\$904	0% 1
878	Hy-Vee Cottage Grove	\$904	\$0	\$0	\$0	\$904	0% 1
879	Hy-Vee New Hope	\$904	\$0	\$0	\$0	\$904	0% 1
880	Hy-Vee Oakdale	\$904	\$0	\$0	\$0	\$904	0% 1
881	Stillwater Mill	\$902	\$0	\$0	\$0	\$902	0% 1
882	Aspen Resort	\$0	\$0	\$0	\$900	\$900	0% 1
883	St. Joseph's Indian School	\$0	\$0	\$900	\$0	\$900	0% 1
884	McGinnis Appliance	\$347	\$548	\$0	\$0	\$894	0% 2
885	Dila Furniture	\$891	\$0	\$0	\$0	\$891	0% 1
886	Clover Hills Appliance	\$891	\$0	\$0	\$0	\$891	0% 1
887	Hubbard & Hoke Furniture	\$475	\$416	\$0	\$0	\$891	0% 2
888	Allen Lund Company	\$0	\$0	\$0	\$888	\$888	0% 1
889	Pam Solomon	\$0	\$0	\$0	\$884	\$884	0% 1
890	Mattressville	\$881	\$0	\$0	\$0	\$881	0% 1
891	Northern Nevada Appliance Outlet	\$881	\$0	\$0	\$0	\$881	0% 1
892	House of Furniture	\$881	\$0	\$0	\$0	\$881	0% 1
893	Austin's Furniture Outlet	\$871	\$0	\$0	\$0	\$871	0% 1
894	Audio-Video Plus	\$871	\$0	\$0	\$0	\$871	0% 1
895	Wingert's Do It Best	\$0	\$0	\$0	\$864	\$864	0% 1
896	Stock + Field	\$0	\$0	\$0	\$864	\$864	0% 1
897	High Point Furniture	\$861	\$0	\$0	\$0	\$861	0% 1

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Source Document		4a	4b	4c	4d	Total Sales	% of Sales	Yrs Purchased
Rank	Retailer	2018	2019	2020	2021			
898	Mattress Time	\$0	\$0	\$0	\$855	\$855	0%	1
899	Burke Design Group	\$412	\$0	\$441	\$0	\$853	0%	2
900	Maschka's Do It Best Buidling Center	\$0	\$0	\$0	\$850	\$850	0%	1
901	Myers Appliance	\$849	\$0	\$0	\$0	\$849	0%	1
902	Texas Mattress Store	\$849	\$0	\$0	\$0	\$849	0%	1
903	San Cortez Furniture	\$849	\$0	\$0	\$0	\$849	0%	1
904	Farm & Home Hardware	\$843	\$0	\$0	\$0	\$843	0%	1
905	H&H Furniture and Rental	\$0	\$841	\$0	\$0	\$841	0%	1
906	Kansas Furniture Mart	\$840	\$0	\$0	\$0	\$840	0%	1
907	Timms Furniture	\$0	\$837	\$0	\$0	\$837	0%	1
908	3 Day Mattress	\$0	\$0	\$0	\$833	\$833	0%	1
909	Heather's House	\$0	\$0	\$0	\$829	\$829	0%	1
910	Echo Mountain Inn	\$0	\$0	\$0	\$825	\$825	0%	1
911	Rackley Furniture	\$0	\$825	\$0	\$0	\$825	0%	1
912	Sievert's Furniture	\$0	\$446	\$0	\$378	\$824	0%	2
913	Navarre Mattress Center	\$822	\$0	\$0	\$0	\$822	0%	1
914	Annie's Closet	\$0	\$0	\$0	\$818	\$818	0%	1
915	Teen Challenge	\$0	\$814	\$0	\$0	\$814	0%	1
916	Dakota Farm & Ranch Supply	\$812	\$0	\$0	\$0	\$812	0%	1
917	The Living Room	\$812	\$0	\$0	\$0	\$812	0%	1
918	Bolianz Hardware #4009	\$0	\$0	\$0	\$811	\$811	0%	1
919	Crooksville Do It Best #5551	\$0	\$0	\$0	\$800	\$800	0%	1
920	Sofas 2 Furnishings	\$0	\$412	\$0	\$388	\$800	0%	2
921	The Jack Brewer Foundation	\$0	\$0	\$800	\$0	\$800	0%	1
922	Lutheran Child and Family Services of MO	\$0	\$0	\$800	\$0	\$800	0%	1
923	Inspiritus	\$0	\$0	\$800	\$0	\$800	0%	1
924	Rivermend Health Inc. Positive Sobriety	\$0	\$0	\$800	\$0	\$800	0%	1
925	Rivermend Health Inc. Atlanta Recovery	\$0	\$0	\$800	\$0	\$800	0%	1
926	Rivermend Health Inc. Rosewood Ranch	\$0	\$0	\$800	\$0	\$800	0%	1
927	New England Mattress DBA Vee's	\$793	\$0	\$0	\$0	\$793	0%	1
928	Metropolitan Furniture	\$793	\$0	\$0	\$0	\$793	0%	1
929	Jano's Furniture	\$0	\$793	\$0	\$0	\$793	0%	1
930	Shelton Manor	\$0	\$0	\$0	\$793	\$793	0%	1
931	Your Square Deal	\$792	\$0	\$0	\$0	\$792	0%	1
932	Shorty's Mattress Depot	\$792	\$0	\$0	\$0	\$792	0%	1
933	National Furniture Liquidators	\$792	\$0	\$0	\$0	\$792	0%	1
934	Basic Carpet & Furniture	\$792	\$0	\$0	\$0	\$792	0%	1
935	Vermillion Dam Lodge	\$0	\$0	\$0	\$788	\$788	0%	1
936	Steeple Furniture	\$782	\$0	\$0	\$0	\$782	0%	1

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Source Document		4a	4b	4c	4d	Total Sales	% of Sales	Yrs Purchased
Rank	Retailer	2018	2019	2020	2021			
937	Terry Huitt	\$0	\$0	\$0	\$782	\$782	0%	1
938	FDNY	\$0	\$0	\$0	\$778	\$778	0%	1
939	Hope Center Ministries	\$0	\$0	\$0	\$778	\$778	0%	1
940	Dickey Bub Farm	\$775	\$0	\$0	\$0	\$775	0%	1
941	Peters & Foster	\$418	\$352	\$0	\$0	\$770	0%	2
942	Roger Mathis Mattress Company	\$768	\$0	\$0	\$0	\$768	0%	1
943	Mt. Vernon Sleep Galleries	\$762	\$0	\$0	\$0	\$762	0%	1
944	D. Mitchell Interiors	\$554	\$208	\$0	\$0	\$762	0%	2
945	Cedar Rock Cabins	\$0	\$0	\$751	\$0	\$751	0%	1
946	Lutheran Child & Family Services of IL	\$0	\$0	\$750	\$0	\$750	0%	1
947	Minn. Corrugated Box Inc.	\$0	\$0	\$750	\$0	\$750	0%	1
948	Baker Bros.	\$748	\$0	\$0	\$0	\$748	0%	1
949	Adams Family Furniture	\$746	\$0	\$0	\$0	\$746	0%	1
950	Cloud9 Mattress	\$743	\$0	\$0	\$0	\$743	0%	1
951	Bennington Mattress	\$743	\$0	\$0	\$0	\$743	0%	1
952	Coconis	\$743	\$0	\$0	\$0	\$743	0%	1
953	Pavelka's Sleep & Comfort	\$743	\$0	\$0	\$0	\$743	0%	1
954	Kim's Furniture	\$743	\$0	\$0	\$0	\$743	0%	1
955	#112 Dothan Rural King	\$741	\$0	\$0	\$0	\$741	0%	1
956	Oberg Freight Company	\$0	\$0	\$0	\$741	\$741	0%	1
957	Runnings of Canandaigua	\$739	\$0	\$0	\$0	\$739	0%	1
958	Runnings of Malone	\$739	\$0	\$0	\$0	\$739	0%	1
959	Runnings of Hinsdale	\$739	\$0	\$0	\$0	\$739	0%	1
960	#114 MT. Vernon Rural King	\$738	\$0	\$0	\$0	\$738	0%	1
961	#115 Morristown Rural King	\$738	\$0	\$0	\$0	\$738	0%	1
962	#113 Martinsville V Rural King	\$738	\$0	\$0	\$0	\$738	0%	1
963	Oakboro Furniture and Mattress	\$737	\$0	\$0	\$0	\$737	0%	1
964	Jimmy Aud & Son Furniture	\$0	\$737	\$0	\$0	\$737	0%	1
965	Runnings Of Redwood	\$0	\$735	\$0	\$0	\$735	0%	1
966	BoxDrop of Delaware Valley	\$0	\$0	\$0	\$730	\$730	0%	1
967	Marv's True Value	\$722	\$0	\$0	\$0	\$722	0%	1
968	Sun & Sand Motel	\$721	\$0	\$0	\$0	\$721	0%	1
969	Carmelite Sisters	\$0	\$0	\$0	\$720	\$720	0%	1
970	Minnesota Twins	\$0	\$720	\$0	\$0	\$720	0%	1
971	Heritage Lumber	\$715	\$0	\$0	\$0	\$715	0%	1
972	James Keffalas	\$0	\$0	\$0	\$710	\$710	0%	1
973	Perfect Dreamer Sleep Shop	\$708	\$0	\$0	\$0	\$708	0%	1
974	The Furniture Shoppe	\$705	\$0	\$0	\$0	\$705	0%	1
975	Furniture Ave	\$0	\$705	\$0	\$0	\$705	0%	1

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Source Document		4a	4b	4c	4d	Total Sales	% of Sales	Yrs Purchased
Rank	Retailer	2018	2019	2020	2021			
976	Home Furniture	\$0	\$705	\$0	\$0	\$705	0%	1
977	Baer's Mattress Den	\$0	\$0	\$705	\$0	\$705	0%	1
978	Pepper Slough Outfitters	\$0	\$0	\$0	\$700	\$700	0%	1
979	Michael's Furniture Plus	\$347	\$352	\$0	\$0	\$699	0%	2
980	Erock Inc.	\$693	\$0	\$0	\$0	\$693	0%	1
981	Midwest Ace Hardware	\$693	\$0	\$0	\$0	\$693	0%	1
982	Mattress Land OR	\$693	\$0	\$0	\$0	\$693	0%	1
983	C & K Distributors	\$688	\$0	\$0	\$0	\$688	0%	1
984	Uptown Hound	\$0	\$0	\$0	\$686	\$686	0%	1
985	Knoxville Farm & Home	\$681	\$0	\$0	\$0	\$681	0%	1
986	Jewell TV & Appliance	\$679	\$0	\$0	\$0	\$679	0%	1
987	DIV Supply	\$677	\$0	\$0	\$0	\$677	0%	1
988	Heavenly Sleep Shoppe	\$669	\$0	\$0	\$0	\$669	0%	1
989	Grieser Interiors	\$0	\$666	\$0	\$0	\$666	0%	1
990	FDNY Engine 9 Ladder 6	\$663	\$0	\$0	\$0	\$663	0%	1
991	3R-S Holdings Ltd	\$0	\$661	\$0	\$0	\$661	0%	1
992	The Promotions Group	\$0	\$0	\$0	\$660	\$660	0%	1
993	Southern Agriculture	\$656	\$0	\$0	\$0	\$656	0%	1
994	Village Farm & Home	\$346	\$308	\$0	\$0	\$653	0%	2
995	Mattress Made Easy	\$0	\$649	\$0	\$0	\$649	0%	1
996	Rapid Packaging Mike Sime	\$0	\$0	\$648	\$0	\$648	0%	1
997	Phelp's #3861	\$0	\$0	\$0	\$638	\$638	0%	1
998	Colder's	\$638	\$0	\$0	\$0	\$638	0%	1
999	Ben's Furniture	\$634	\$0	\$0	\$0	\$634	0%	1
1,000	Haney Comfort Living	\$634	\$0	\$0	\$0	\$634	0%	1
1,001	Beekeeper82, LLC	\$2,754	\$0	(\$2,123)	\$0	\$631	0%	1
1,002	Charley Burl's	\$0	\$0	\$0	\$630	\$630	0%	1
1,003	Margaret Keats	\$0	\$0	\$629	\$0	\$629	0%	1
1,004	Franklin Square Pharmacy	\$0	\$0	\$0	\$629	\$629	0%	1
1,005	Locust Fork Baptist Church	\$0	\$0	\$623	\$0	\$623	0%	1
1,006	Crown Point Resort	\$0	\$0	\$0	\$622	\$622	0%	1
1,007	Ryan's Mattress & Furniture	\$614	\$0	\$0	\$0	\$614	0%	1
1,008	PCR Oncology	\$0	\$0	\$600	\$0	\$600	0%	1
1,009	Servpro Industries	\$0	\$0	\$600	\$0	\$600	0%	1
1,010	MioTech	\$0	\$0	\$600	\$0	\$600	0%	1
1,011	Cullen's Home Center	\$600	\$0	\$0	\$0	\$600	0%	1
1,012	Rose Furniture	\$594	\$0	\$0	\$0	\$594	0%	1
1,013	Mattress & More Perris	\$594	\$0	\$0	\$0	\$594	0%	1
1,014	Furniture Spot	\$0	\$0	\$0	\$590	\$590	0%	1

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Rank	Retailer	2018	2019	2020	2021			
1,015	Forschler Home Center	\$584	\$0	\$0	\$0	\$584	0%	1
1,016	Long Hollow Ranch	\$0	\$0	\$0	\$574	\$574	0%	1
1,017	Mason's Western Auto	\$571	\$0	\$0	\$0	\$571	0%	1
1,018	Bear Pause House Rentals	\$0	\$0	\$567	\$0	\$567	0%	1
1,019	Panozzo's Amish Furniture	\$0	\$0	\$0	\$565	\$565	0%	1
1,020	Sound Wave Electronics	\$565	\$0	\$0	\$0	\$565	0%	1
1,021	Mountain Valley Country Club	\$0	\$0	\$0	\$565	\$565	0%	1
1,022	Tina Peters	\$0	\$0	\$0	\$563	\$563	0%	1
1,023	Misty Mountain Lodge	\$0	\$0	\$0	\$560	\$560	0%	1
1,024	Miami Juice	\$0	\$0	\$0	\$558	\$558	0%	1
1,025	Antiquity	\$0	\$0	\$0	\$553	\$553	0%	1
1,026	Wise Furniture	\$552	\$0	\$0	\$0	\$552	0%	1
1,027	Abney Hall	\$0	\$0	\$0	\$544	\$544	0%	1
1,028	Wholesale Mattress AL	\$0	\$0	\$535	\$0	\$535	0%	1
1,029	Bad River Furniture	\$533	\$0	\$0	\$0	\$533	0%	1
1,030	Earth's Food Barn	\$0	\$0	\$0	\$529	\$529	0%	1
1,031	R.P. Lumber Gibson City, IL	\$0	\$0	\$0	\$528	\$528	0%	1
1,032	Patsy's Furniture	\$528	\$0	\$0	\$0	\$528	0%	1
1,033	Fairbairn & Son Inc.	\$0	\$0	\$0	\$519	\$519	0%	1
1,034	RPS Imaging	\$0	\$0	\$480	\$34	\$514	0%	2
1,035	Law Offices of David L. Carrier, P.C.	\$0	\$0	\$0	\$512	\$512	0%	1
1,036	Mattress Nook	\$505	\$0	\$0	\$0	\$505	0%	1
1,037	Grand View Inn	\$0	\$0	\$0	\$503	\$503	0%	1
1,038	Farmboyz Mercantile	\$0	\$0	\$493	\$0	\$493	0%	1
1,039	Lisa Hake	\$0	\$490	\$0	\$0	\$490	0%	1
1,040	New Covenant Full Gospel Church	\$0	\$0	\$0	\$488	\$488	0%	1
1,041	First Baptist Church of Savage	\$0	\$0	\$480	\$0	\$480	0%	1
1,042	Rice Home Medical	\$0	\$0	\$480	\$0	\$480	0%	1
1,043	Saint Peter Eye Care Center	\$0	\$0	\$480	\$0	\$480	0%	1
1,044	Fantastic Sam's	\$0	\$0	\$480	\$0	\$480	0%	1
1,045	RJ Tindle	\$0	\$0	\$480	\$0	\$480	0%	1
1,046	Productive Alternatives, Inc	\$0	\$0	\$480	\$0	\$480	0%	1
1,047	City of Somersworth Fire Dept	\$0	\$0	\$480	\$0	\$480	0%	1
1,048	Floyd Bell, Inc	\$0	\$0	\$480	\$0	\$480	0%	1
1,049	Greenhouse Recovery	\$0	\$0	\$480	\$0	\$480	0%	1
1,050	New Life Home Health Care & Hospice Agenc	\$0	\$0	\$480	\$0	\$480	0%	1
1,051	Muskegon Pregnancy Services	\$0	\$0	\$480	\$0	\$480	0%	1
1,052	Laurel ENT and Allergy, PC	\$0	\$0	\$480	\$0	\$480	0%	1
1,053	U.S. Marshal Service Iowa	\$0	\$0	\$480	\$0	\$480	0%	1

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Source Document		4a	4b	4c	4d	Total Sales	% of Sales	Yrs Purchased
Rank	Retailer	2018	2019	2020	2021			
1,054	Darlington County Disabilities & Special	\$0	\$0	\$480	\$0	\$480	0%	1
1,055	U.S. Marshal Service W/MI	\$0	\$0	\$480	\$0	\$480	0%	1
1,056	U.S. Marshal Service Wichita	\$0	\$0	\$480	\$0	\$480	0%	1
1,057	Kelly-Norton Programs, Inc	\$0	\$0	\$480	\$0	\$480	0%	1
1,058	Joint Relief Institute	\$0	\$0	\$480	\$0	\$480	0%	1
1,059	Midwest Staffing Group	\$0	\$0	\$480	\$0	\$480	0%	1
1,060	Strobes-R-Us	\$0	\$0	\$480	\$0	\$480	0%	1
1,061	Jim Wargo/Air Group	\$0	\$0	\$480	\$0	\$480	0%	1
1,062	Miller County Ambulance	\$0	\$0	\$480	\$0	\$480	0%	1
1,063	Delaware Valley Veterans Home	\$0	\$0	\$480	\$0	\$480	0%	1
1,064	HCSO Reserve Command	\$0	\$0	\$480	\$0	\$480	0%	1
1,065	Carol Colbert	\$0	\$0	\$476	\$0	\$476	0%	1
1,066	Generations Furniture	\$475	\$0	\$0	\$0	\$475	0%	1
1,067	Jim's Tool & Party Rental	\$0	\$0	\$0	\$474	\$474	0%	1
1,068	Sleep Store USA	\$0	\$0	\$0	\$474	\$474	0%	1
1,069	Affordable Fine Furniture Outlet	\$466	\$0	\$0	\$0	\$466	0%	1
1,070	T.H. Perkins Furniture	\$465	\$0	\$0	\$0	\$465	0%	1
1,071	Bed Back & Blinds	\$465	\$0	\$0	\$0	\$465	0%	1
1,072	JC Plus	\$465	\$0	\$0	\$0	\$465	0%	1
1,073	Furniture & Mattress Liquidators	\$465	\$0	\$0	\$0	\$465	0%	1
1,074	In & Out Furniture	\$465	\$0	\$0	\$0	\$465	0%	1
1,075	Monroe Furniture Center	\$465	\$0	\$0	\$0	\$465	0%	1
1,076	Home Decor	\$465	\$0	\$0	\$0	\$465	0%	1
1,077	This Is It Furniture & Mattresses	\$465	\$0	\$0	\$0	\$465	0%	1
1,078	Midway Home Solutions	\$465	\$0	\$0	\$0	\$465	0%	1
1,079	Discount Mattress	\$465	\$0	\$0	\$0	\$465	0%	1
1,080	McLeod's	\$465	\$0	\$0	\$0	\$465	0%	1
1,081	Alton Refrigeration & Home Furnishings	\$465	\$0	\$0	\$0	\$465	0%	1
1,082	Planned Furniture Promotions	\$465	\$0	\$0	\$0	\$465	0%	1
1,083	Furniture Plus	\$465	\$0	\$0	\$0	\$465	0%	1
1,084	Zeller Appliance & Bedding	\$465	\$0	\$0	\$0	\$465	0%	1
1,085	Butler Furniture Co, Inc.	\$465	\$0	\$0	\$0	\$465	0%	1
1,086	Mattress Doctor	\$465	\$0	\$0	\$0	\$465	0%	1
1,087	Mattress Specialist	\$465	\$0	\$0	\$0	\$465	0%	1
1,088	Delta Mattress	\$465	\$0	\$0	\$0	\$465	0%	1
1,089	Clayton Furniture	\$465	\$0	\$0	\$0	\$465	0%	1
1,090	Buis Appliance	\$465	\$0	\$0	\$0	\$465	0%	1
1,091	Saving Station	\$465	\$0	\$0	\$0	\$465	0%	1
1,092	Wright's Furniture	\$465	\$0	\$0	\$0	\$465	0%	1

Nevium Intellectual Property Consultants

MyPillow Retail Sales - All**Schedule 2a**

Retail Sales (in \$USD)							Nevium Calculation	
Source Document		4a	4b	4c	4d	Total Sales	% of Sales	Yrs Purchased
Rank	Retailer	2018	2019	2020	2021			
1,093	Lovin's Wholesale	\$465	\$0	\$0	\$0	\$465	0%	1
1,094	Bell's Home Furnishings	\$465	\$0	\$0	\$0	\$465	0%	1
1,095	Furniture Depot	\$465	\$0	\$0	\$0	\$465	0%	1
1,096	Phelps Brothers Furniture	\$465	\$0	\$0	\$0	\$465	0%	1
1,097	Waynes Appliance & Mattress	\$465	\$0	\$0	\$0	\$465	0%	1
1,098	Mattress Depot	\$465	\$0	\$0	\$0	\$465	0%	1
1,099	MedHome Specialty Services	\$460	\$0	\$0	\$0	\$460	0%	1
1,100	Hy-Vee Savage	\$452	\$0	\$0	\$0	\$452	0%	1
1,101	Magic Crystal Enchantments	\$0	\$0	\$0	\$437	\$437	0%	1
1,102	Rustic Design Company	\$436	\$0	\$0	\$0	\$436	0%	1
1,103	Pines of Kabetogama Resort	\$432	\$0	\$0	\$0	\$432	0%	1
1,104	Homebase Lumber	\$432	\$0	\$0	\$0	\$432	0%	1
1,105	McGriff's of New Sharon	\$0	\$0	\$0	\$423	\$423	0%	1
1,106	Mosack's	\$0	\$0	\$413	\$0	\$413	0%	1
1,107	Furniture Source #2	\$412	\$0	\$0	\$0	\$412	0%	1
1,108	Clearinghouse Furniture #1	\$412	\$0	\$0	\$0	\$412	0%	1
1,109	Clearinghouse Furniture #2	\$412	\$0	\$0	\$0	\$412	0%	1
1,110	Smoky Mountain Mattress	\$412	\$0	\$0	\$0	\$412	0%	1
1,111	Kern Mattress Outlet	\$412	\$0	\$0	\$0	\$412	0%	1
1,112	Furniture Expo	\$412	\$0	\$0	\$0	\$412	0%	1
1,113	Furniture Source #1	\$412	\$0	\$0	\$0	\$412	0%	1
1,114	Geis TV Inc	\$400	\$0	\$0	\$0	\$400	0%	1
1,115	Erika Shulkusky	\$0	\$0	\$400	\$0	\$400	0%	1
1,116	Lutheran Social Services of New York	\$0	\$0	\$400	\$0	\$400	0%	1
1,117	Lutheran Child and Family Services IL	\$0	\$0	\$400	\$0	\$400	0%	1
1,118	Sherwood House of Furniture	\$396	\$0	\$0	\$0	\$396	0%	1
1,119	KD's Furniture	\$396	\$0	\$0	\$0	\$396	0%	1
1,120	Sleep and Sit Furniture	\$396	\$0	\$0	\$0	\$396	0%	1
1,121	Decor Furniture	\$396	\$0	\$0	\$0	\$396	0%	1
1,122	371 Furniture	\$396	\$0	\$0	\$0	\$396	0%	1
1,123	Zenaida Furniture	\$396	\$0	\$0	\$0	\$396	0%	1
1,124	Mattress Discounters	\$396	\$0	\$0	\$0	\$396	0%	1
1,125	Mattress King	\$396	\$0	\$0	\$0	\$396	0%	1
1,126	CC's Furniture	\$396	\$0	\$0	\$0	\$396	0%	1
1,127	Mattress Superstore	\$396	\$0	\$0	\$0	\$396	0%	1
1,128	The Mattress Store B.A.	\$396	\$0	\$0	\$0	\$396	0%	1
1,129	The Mattress Center	\$396	\$0	\$0	\$0	\$396	0%	1
1,130	Nader's Signal Hill	\$396	\$0	\$0	\$0	\$396	0%	1
1,131	Namoff Furniture Sales	\$396	\$0	\$0	\$0	\$396	0%	1

Nevium Intellectual Property Consultants

MyPillow Retail Sales - All**Schedule 2a**

Retail Sales (in \$USD)							Nevium Calculation	
Source Document		4a	4b	4c	4d	Total Sales	% of Sales	Yrs Purchased
Rank	Retailer	2018	2019	2020	2021			
1,132	Furniture Connection	\$396	\$0	\$0	\$0	\$396	0%	1
1,133	G And G Home Furnishings	\$396	\$0	\$0	\$0	\$396	0%	1
1,134	Furniture Gallery	\$396	\$0	\$0	\$0	\$396	0%	1
1,135	Boulevard Home Furnishings	\$396	\$0	\$0	\$0	\$396	0%	1
1,136	Desert Direct Furniture	\$396	\$0	\$0	\$0	\$396	0%	1
1,137	Lichti's Appliance, Furniture & TV Center	\$396	\$0	\$0	\$0	\$396	0%	1
1,138	American Mutt USA	\$0	\$389	\$0	\$0	\$389	0%	1
1,139	Steward Home Center	\$387	\$0	\$0	\$0	\$387	0%	1
1,140	Royal Furniture	\$384	\$0	\$0	\$0	\$384	0%	1
1,141	Beaver Hardware	\$0	\$0	\$0	\$382	\$382	0%	1
1,142	Evans Feed and Livestock Supply	\$380	\$0	\$0	\$0	\$380	0%	1
1,143	C&C Farm & Home	\$377	\$0	\$0	\$0	\$377	0%	1
1,144	Bestway Corp Office	\$0	\$0	\$365	\$0	\$365	0%	1
1,145	Cushman Wakefield	\$0	\$0	\$360	\$0	\$360	0%	1
1,146	Bill Borak	\$0	\$0	\$360	\$0	\$360	0%	1
1,147	Gunnison Implement	\$0	\$0	\$0	\$359	\$359	0%	1
1,148	Navarro's Furniture	\$356	\$0	\$0	\$0	\$356	0%	1
1,149	Logel Appliance	\$352	\$0	\$0	\$0	\$352	0%	1
1,150	Cochran Furniture	\$352	\$0	\$0	\$0	\$352	0%	1
1,151	Lynch's Furniture & Bedding	\$352	\$0	\$0	\$0	\$352	0%	1
1,152	Wilexa LLC	\$352	\$0	\$0	\$0	\$352	0%	1
1,153	Vince Office	\$176	\$176	\$0	\$0	\$352	0%	2
1,154	Snoozy Mattress Company	\$0	\$352	\$0	\$0	\$352	0%	1
1,155	Quarles Furniture	\$0	\$352	\$0	\$0	\$352	0%	1
1,156	Mattress Gallery	\$0	\$352	\$0	\$0	\$352	0%	1
1,157	TNT Super Home Store	\$0	\$352	\$0	\$0	\$352	0%	1
1,158	D Noblin Furniture	\$0	\$352	\$0	\$0	\$352	0%	1
1,159	3D Home Center	\$0	\$352	\$0	\$0	\$352	0%	1
1,160	Mattress Warehouse St Niles	\$0	\$0	\$352	\$0	\$352	0%	1
1,161	JDV of Tampa Bay Inc	\$0	\$0	\$352	\$0	\$352	0%	1
1,162	Risa's Interiors	\$0	\$0	\$350	\$0	\$350	0%	1
1,163	Audio Video Connection	\$347	\$0	\$0	\$0	\$347	0%	1
1,164	Highland Furniture	\$347	\$0	\$0	\$0	\$347	0%	1
1,165	Santa Fe Furniture Outlet	\$347	\$0	\$0	\$0	\$347	0%	1
1,166	Bush & Gilles Furniture	\$347	\$0	\$0	\$0	\$347	0%	1
1,167	Arnold Furniture	\$347	\$0	\$0	\$0	\$347	0%	1
1,168	Boys and Girls Club Thrift Store and More	\$347	\$0	\$0	\$0	\$347	0%	1
1,169	Smartway of Tennessee	\$347	\$0	\$0	\$0	\$347	0%	1
1,170	LSC Furniture dba Lone Star City Furnitur	\$347	\$0	\$0	\$0	\$347	0%	1

Nevium Intellectual Property Consultants

MyPillow Retail Sales - All**Schedule 2a**

Retail Sales (in \$USD)							Nevium Calculation	
Source Document		4a	4b	4c	4d	Total Sales	% of Sales	Yrs Purchased
Rank	Retailer	2018	2019	2020	2021			
1,171	Monday Company	\$347	\$0	\$0	\$0	\$347	0%	1
1,172	Archer Home Center	\$347	\$0	\$0	\$0	\$347	0%	1
1,173	Erie-Sistible Furniture & Mattress	\$347	\$0	\$0	\$0	\$347	0%	1
1,174	Jeannie's TV & Appliance	\$347	\$0	\$0	\$0	\$347	0%	1
1,175	Martin's Family Appliance Inc.	\$347	\$0	\$0	\$0	\$347	0%	1
1,176	Trend Furniture	\$347	\$0	\$0	\$0	\$347	0%	1
1,177	Eleventh Street Warehouse	\$347	\$0	\$0	\$0	\$347	0%	1
1,178	Wayside Furniture WV	\$347	\$0	\$0	\$0	\$347	0%	1
1,179	Laredo Mattress Outlet	\$347	\$0	\$0	\$0	\$347	0%	1
1,180	Dr. Steve Strobbe	\$347	\$0	\$0	\$0	\$347	0%	1
1,181	Pajarito Interiors	\$347	\$0	\$0	\$0	\$347	0%	1
1,182	Affordable Furniture & Mattress	\$347	\$0	\$0	\$0	\$347	0%	1
1,183	Pugh's Otasco	\$347	\$0	\$0	\$0	\$347	0%	1
1,184	Mattress Avenue	\$347	\$0	\$0	\$0	\$347	0%	1
1,185	Great 4 You	\$347	\$0	\$0	\$0	\$347	0%	1
1,186	Sunrise Bedding	\$340	\$0	\$0	\$0	\$340	0%	1
1,187	Morrisson Home Center #3723	\$0	\$0	\$0	\$330	\$330	0%	1
1,188	Vasquez Animal Feed and Supplies	\$0	\$0	\$0	\$320	\$320	0%	1
1,189	Furniture Center	\$317	\$0	\$0	\$0	\$317	0%	1
1,190	Van Wert Bedrooms	\$317	\$0	\$0	\$0	\$317	0%	1
1,191	Kings Flooring and Furniture	\$314	\$0	\$0	\$0	\$314	0%	1
1,192	Factory Direct Mattress	\$314	\$0	\$0	\$0	\$314	0%	1
1,193	Kauffman Furniture	\$314	\$0	\$0	\$0	\$314	0%	1
1,194	Beds And More	\$0	\$314	\$0	\$0	\$314	0%	1
1,195	Sheraton Furniture	\$0	\$314	\$0	\$0	\$314	0%	1
1,196	Caseys Mattress	\$0	\$0	\$314	\$0	\$314	0%	1
1,197	Hub Furniture & Carpet	\$313	\$0	\$0	\$0	\$313	0%	1
1,198	Jefferson County Justice Center	\$0	\$0	\$0	\$307	\$307	0%	1
1,199	The Kings of Sleeps Mattress Outlet	\$299	\$0	\$0	\$0	\$299	0%	1
1,200	Ken's Appliance & Lawn	\$0	\$296	\$0	\$0	\$296	0%	1
1,201	The Mattress Place	\$289	\$0	\$0	\$0	\$289	0%	1
1,202	Jeanne Pommier	\$0	\$289	\$0	\$0	\$289	0%	1
1,203	Freight Sales, INC.	\$0	\$0	\$278	\$0	\$278	0%	1
1,204	Country Dans	\$0	\$0	\$278	\$0	\$278	0%	1
1,205	Rhonda Riley	\$0	\$0	\$0	\$273	\$273	0%	1
1,206	MS OSBORNE LIMITED	\$0	\$0	\$0	\$272	\$272	0%	1
1,207	Wayne T. Belisle	\$254	\$0	\$0	\$0	\$254	0%	1
1,208	Mossy Oak Retail/Haas Outdoors	\$0	\$252	\$0	\$0	\$252	0%	1
1,209	The Cruise Through Cancer Foundation	\$0	\$0	\$0	\$244	\$244	0%	1

Nevium Intellectual Property Consultants

MyPillow Retail Sales - All**Schedule 2a**

Retail Sales (in \$USD)							Nevium Calculation	
Source Document		4a	4b	4c	4d	Total Sales	% of Sales	Yrs Purchased
Rank	Retailer	2018	2019	2020	2021			
1,210	US Furniture	\$230	\$0	\$0	\$0	\$230	0%	1
1,211	Weier Furniture Center	\$230	\$0	\$0	\$0	\$230	0%	1
1,212	Astria Regional Medical Center	\$228	\$0	\$0	\$0	\$228	0%	1
1,213	McFarlane's	\$227	\$0	\$0	\$0	\$227	0%	1
1,214	Sharp	\$0	\$0	\$224	\$0	\$224	0%	1
1,215	Maggie's Wigs 4 Kids	\$0	\$0	\$0	\$220	\$220	0%	1
1,216	Premier Rental/Candie-Johns Rentals	\$216	\$0	\$0	\$0	\$216	0%	1
1,217	Barna Southern Comfort	\$0	\$0	\$200	\$0	\$200	0%	1
1,218	Today's Furniture	\$198	\$0	\$0	\$0	\$198	0%	1
1,219	H&A Discount Furniture	\$198	\$0	\$0	\$0	\$198	0%	1
1,220	EZ TV & Appliance	\$198	\$0	\$0	\$0	\$198	0%	1
1,221	Peak Furniture	\$198	\$0	\$0	\$0	\$198	0%	1
1,222	Best Value Mattress	\$198	\$0	\$0	\$0	\$198	0%	1
1,223	Victoria Furniture	\$198	\$0	\$0	\$0	\$198	0%	1
1,224	The Glass Porch	\$198	\$0	\$0	\$0	\$198	0%	1
1,225	The Warehouse of Home Decor	\$198	\$0	\$0	\$0	\$198	0%	1
1,226	Country Cottage	\$198	\$0	\$0	\$0	\$198	0%	1
1,227	Harrington Home Furniture	\$198	\$0	\$0	\$0	\$198	0%	1
1,228	Mi Bella Casa Furniture	\$198	\$0	\$0	\$0	\$198	0%	1
1,229	Desava Furniture & Mattress Store	\$198	\$0	\$0	\$0	\$198	0%	1
1,230	Silver Sun	\$0	\$0	\$0	\$196	\$196	0%	1
1,231	Nodak Farm & Ranch	\$192	\$0	\$0	\$0	\$192	0%	1
1,232	Tex Tan Western Leather Co	\$0	\$0	\$0	\$182	\$182	0%	1
1,233	New Durham Mobile Home & Hardware	\$0	\$0	\$0	\$175	\$175	0%	1
1,234	HWI-Fairdale #1580	\$0	\$0	\$0	\$175	\$175	0%	1
1,235	Red Dog Realty	\$0	\$173	\$0	\$0	\$173	0%	1
1,236	Nationwide Lisa Jessup	\$0	\$173	\$0	\$0	\$173	0%	1
1,237	Fort Wayne Recovery	\$0	\$169	\$0	\$0	\$169	0%	1
1,238	Big Bear Resort	\$0	\$0	\$167	\$0	\$167	0%	1
1,239	Art In Motion Pets	\$0	\$0	\$0	\$165	\$165	0%	1
1,240	Mary's Appliance	\$154	\$0	\$0	\$0	\$154	0%	1
1,241	Nationwide	\$149	\$0	\$0	\$0	\$149	0%	1
1,242	Heinen True Value Farm Supplies	\$145	\$0	\$0	\$0	\$145	0%	1
1,243	Michael Perry	\$0	\$0	\$140	\$0	\$140	0%	1
1,244	Rental City	\$136	\$0	\$0	\$0	\$136	0%	1
1,245	Bercom International	\$0	\$0	\$135	\$0	\$135	0%	1
1,246	LCFC Chicago	\$0	\$0	\$125	\$0	\$125	0%	1
1,247	Pair Electronics	\$0	\$121	\$0	\$0	\$121	0%	1
1,248	Culvers Chaska	\$0	\$0	\$120	\$0	\$120	0%	1

Nevium Intellectual Property Consultants

MyPillow Retail Sales - All**Schedule 2a**

Retail Sales (in \$USD)						Nevium Calculation	
Source Document		4a	4b	4c	4d	Total Sales	
Rank	Retailer	2018	2019	2020	2021		% of Sales Yrs Purchased
1,249	Jerig Inc	\$0	\$119	\$0	\$0	\$119	0% 1
1,250	Virginia's Rent To Own	\$116	\$0	\$0	\$0	\$116	0% 1
1,251	LB Furniture	\$115	\$0	\$0	\$0	\$115	0% 1
1,252	Aabono	\$115	\$0	\$0	\$0	\$115	0% 1
1,253	Sergios Furniture	\$115	\$0	\$0	\$0	\$115	0% 1
1,254	Purdome Electronics	\$0	\$105	\$0	\$0	\$105	0% 1
1,255	Abbington Enterprise	\$0	\$0	\$99	\$0	\$99	0% 1
1,256	Franklin Search & Rescue	\$0	\$0	\$84	\$0	\$84	0% 1
1,257	B.H. Daves Appliance	\$66	\$0	\$0	\$0	\$66	0% 1
1,258	Joe Traurig	\$0	\$0	\$0	\$34	\$34	0% 1
1,259	Jason Walgrave	\$0	\$1	\$0	\$0	\$1	0% 1
1,260	Columbia Grand Forks, LLC	\$2,970	\$0	(\$2,970)	\$0	\$0	0% 0
1,261	Adrian Alvarez	\$125	\$0	(\$125)	\$0	\$0	0% 0
1,262	Heather Buchanan	\$0	\$0	\$0	\$0	\$0	0% 0
1,263	Grand Furniture	\$0	\$0	\$0	\$0	\$0	0% 0
1,264	Florida Furniture Distributors	\$0	\$0	\$0	\$0	\$0	0% 0
1,265	Hemenway Sales	\$0	\$0	\$0	\$0	\$0	0% 0
1,266	Rent King	\$0	\$0	\$0	\$0	\$0	0% 0
1,267	Simon Properties	\$0	\$2,646	(\$2,646)	\$0	\$0	0% 0
1,268	USF Holland	\$0	\$999	(\$999)	\$0	\$0	0% 0
1,269	Double Tree by Hilton	\$0	\$298	(\$298)	\$0	\$0	0% 0
1,270	TDS, Inc	\$0	\$29	(\$29)	\$0	\$0	0% 0
1,271	Home Mart	\$0	\$0	\$750	(\$750)	\$0	0% 0
1,272	Mike Murray	\$0	\$0	\$0	\$0	\$0	0% 0
1,273	Lake Placid Club Lodges	\$0	\$0	\$0	\$0	\$0	0% 0
1,274	Furniture and More Superstore	(\$45)	\$0	\$0	\$0	(\$45)	0% 0
1,275	UHR	\$0	(\$70)	\$0	\$0	(\$70)	0% 0
1,276	Taos Mountain Casino	\$0	\$0	(\$293)	\$0	(\$293)	0% 0
1,277	Mattress & More Beaumont	(\$350)	\$0	\$0	\$0	(\$350)	0% 0
1,278	LSMill	\$0	\$0	(\$410)	\$0	(\$410)	0% 0
1,279	Plasticycle Corporation	(\$849)	\$0	\$0	\$0	(\$849)	0% 0
1,280	Barge Nutrition & Supply	\$0	\$0	(\$1,835)	\$0	(\$1,835)	0% 0

Nevium Intellectual Property Consultants

MyPillow Retail Sales - All**Schedule 2a**

Retail Sales (in \$USD)						Nevium Calculation	
Source Document		4a	4b	4c	4d	% of Sales	Yrs Purchased
Rank	Retailer	2018	2019	2020	2021		
1,281	Today's Bed LLC	\$0	\$0	(\$4,395)	\$0	0%	0
1,282	Banff	\$0	(\$4,803)	\$0	\$0	0%	0
Total		\$83,284,611	\$74,450,106	\$48,857,194	\$18,685,538	100%	
Retailers		624	344	419	353		
Average Purchase by Retailer		\$133,471	\$217,065	\$116,651	\$54,490		

Summary of Years Purchased				
Including Credit Balances			Excluding Credit Balances	
Yrs Purchased	Count	Percentage	Count	Percentage
0	23	2%	0	0%
1	950	74%	950	75%
2	189	15%	189	15%
3	75	6%	75	6%
4	45	4%	45	4%
Total	1,282	100%	1,259	100%

Notes

The 0 Years Purchased includes retailers who were reported to only have made returns or net zero sales (sales in one year match the returns in another year). This includes the retailers that rank 1,260 - 1,282.

Nevium Intellectual Property Consultants

MyPillow Retail Sales - Top 30**Schedule 2b**

Top 30 Retail Sales Customers (in \$USD)								Nevium Calculation
Source Document		4a	4b	4c	4d	1c		
Rank	Retailer	2018	2019	2020	2021	2022	Total Sales	% of Sales
1	Walmart Stores	\$5,582,110	\$14,482,211	\$12,707,918	\$10,792,944	\$1,384,972	\$44,950,155	19%
2	Bed Bath & Beyond	\$12,863,429	\$19,126,804	\$6,796,846	\$577,515	363	\$39,364,957	17%
3	Telebrands Corporation	\$22,463,981					\$22,463,981	10%
4	Kohls pre EDI	\$6,373,330	\$6,196,561	\$2,823,387	(\$2,659)		\$15,390,619	7%
5	QVC, Inc.	\$13,880,544	(\$214,810)	\$8,293			\$13,674,027	6%
6	Costco Wholesale	\$107,070	\$8,405,645	\$3,512,986	\$687,262		\$12,712,962	5%
7	Zulily, LLC	\$6,149,414	\$2,971,430	\$466,572			\$9,587,416	4%
8	Menard, Inc.	\$1,843,839	\$1,318,001	\$1,272,452	\$1,566,927	804,041	\$6,805,259	3%
9	BJ's Wholesale Club		\$1,684,573	\$4,189,127	(\$278,171)		\$5,595,530	2%
10	Ollie's Bargain Outlet Inc.					5,087,658	\$5,087,658	2%
11	TSC	\$2,104,280	\$812,431	\$658,833	(\$152,672)		\$3,422,872	1%
12	Hamrick's Dept Stores	\$162,528	\$606,944	\$1,321,681	\$809,631	274,456	\$3,175,239	1%
13	Fleet Farm, Inc.	\$505,994	\$788,145	\$771,851	\$801,873	166,514	\$3,034,377	1%
14	HSN LLC	\$1,063,296	\$1,015,586	(\$1,168)			\$2,077,713	1%
15	Belk Stores	\$190,464	\$1,369,856	\$389,126	(\$4,688)		\$1,944,758	1%
16	Shop HQ		\$1,145,687	\$631,878	\$1,950		\$1,779,515	1%
17	Albertsons Companies LLC	\$887,265	\$836,533				\$1,723,798	1%
18	Bluestem Brands	\$789,581	\$469,859	\$440,057	\$11,446		\$1,710,943	1%
19	CVS Pharmacy Stores	\$81,144	\$879,991	\$753,783	(\$16,290)		\$1,698,629	1%
20	JC Penney Retail	\$678,598	\$711,021	\$105,827			\$1,495,446	1%
21	Woot!	\$695,122	\$474,022	\$161,981			\$1,331,125	1%
22	Tuesday Morning		\$636,819	\$489,328			\$1,126,147	0%
23	Rural King					1,073,844	\$1,073,844	0%
24	Dollar General		\$499,602	\$538,333			\$1,037,935	0%
25	Boscov's		\$535,219	\$431,995			\$967,214	0%
26	Ocean State Jobbers, Inc			\$555,360	\$278,504	104,133	\$937,997	0%
27	ACE Hardware Stores		\$323,626	\$138,360	\$217,704	212,457	\$892,147	0%
28	Kroger Stores		\$263,568	\$569,612			\$833,180	0%
29	Morningside Church Productions		\$515,596	\$384,372	(\$77,378)		\$822,590	0%
30	Mason Companies	\$17,640	\$267,441	\$202,674	\$199,552	86,472	\$773,779	0%
Total Sales - Top 30		\$76,439,628	\$66,122,361	\$40,321,463	\$15,413,450	\$9,194,910	\$207,491,812	88%
All Other Retailers		\$6,844,983	\$8,327,745	\$8,535,732	\$3,272,088	\$1,926,097	\$28,906,644	12%
Total Retail Sales		\$83,284,611	\$74,450,106	\$48,857,194	\$18,685,538	\$11,121,008	\$236,398,456	
Top 30 as a % of Sales		92%	89%	83%	82%	83%		
Total Retailer Count		624	344	419	353	213		

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Nevium Google Investigation**Schedule 3**

Google Investigation Findings				
Count	Retailer	Retailer Comments	Percent of Sales (2018-2022)	Source Document
1	Walmart Stores	According to <i>Business Insider</i> , Lindell stated that a representative from Walmart stated that "his pillows didn't meet the retailer's customer-satisfaction criteria."	19%	5a and 5g
2	Bed Bath & Beyond	According to <i>Business Insider</i> , Bed Bath & Beyond said, "It's getting rid of the pillow brand because it's not selling well." They further stated that they have been "rationalizing [their] assortment to discontinue a number of underperforming items and brands. This includes the MyPillow product line."	17%	5d and 5j. Also 5e, 5f, 5k, and 5l.
3	Kohls pre EDI	Kohl's said in a statement to <i>CNBC</i> that it "will sell through its current inventory and not order additional product due to 'decreased customer demand.'"	7%	5d and 5j. Also 5e, 5f, 5k, and 5l.
4	Zulily, LLC	According to the <i>New York Times</i> , Zulily "said it stopped carrying MyPillow in July [2020]."	4%	5b and 5h
5	BJ's Wholesale Club	According to Lindell in an interview with <i>USA Today</i> , "BJ's canceled some (purchase orders), but they were way out off in the distance. I think that was their own internal thing. They're still selling our product."	2%	5c and 5i
6	JC Penney Retail	According to <i>Business Insider</i> , JC Penny told USA today that it "decided to discontinue selling MyPillow in the summer due to poor sales."	1%	5e and 5k
Total			49%	

Notes

Searches to identify articles included in the Internet Investigation are included in Documents 5g-5l and include:

- (1) "costco contract with MyPillow"
- (2) "retailers that ended contracts with MyPillow"
- (3) "MyPillow election claims retailers"
- (4) "Walmart contract with MyPillow"
- (5) "bed bath & beyond contract with MyPillow"
- (6) "wayfair and zulily contract with MyPillow"

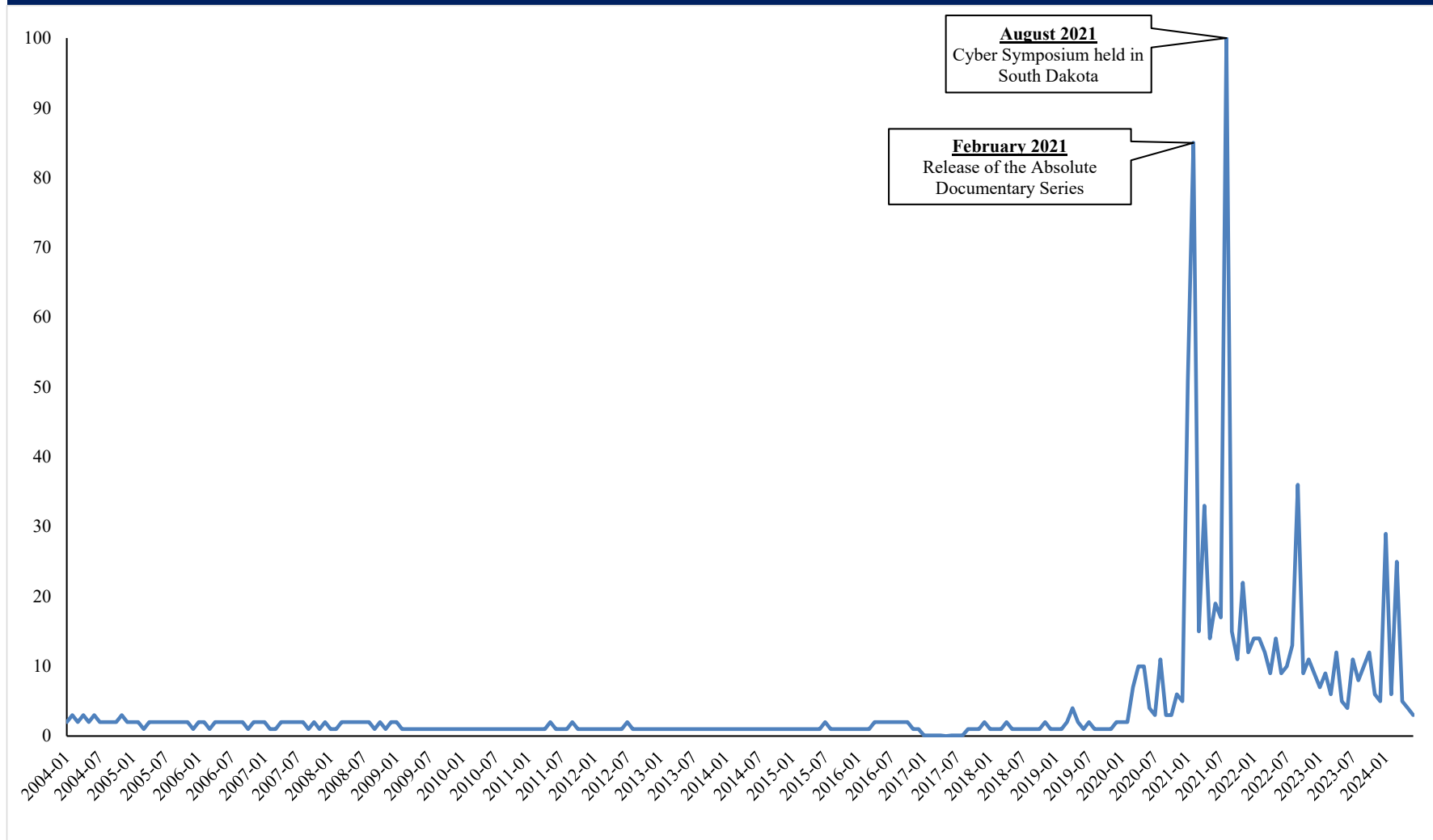
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Google Trends for Michael J. Lindell

Schedule 4

Source: Document 3a - Google Trends - Michael J Lindell

Google Trends Interest in Michael J. Lindell



Documents Considered

Pleadings

4/7/2023 First Supplemental Complaint and Exhibits

Discovery Responses

12/5/2022 Plaintiffs' Answers and Objections to Defendant My Pillow, Inc.'s First Set of Interrogatories

12/14/2022 Plaintiffs' Answers and Objections to Defendant My Pillow, Inc.'s Second Set of Interrogatories

2/15/2023 Plaintiffs' Supplemental Answers and Objections to Defendant My Pillow, Inc.'s First Set of Interrogatories

4/28/2023 Plaintiff's Second Supplemental Answers and Objections to Defendant My Pillow, Inc.'s First Set of Interrogatories

4/28/2023 Plaintiff's Supplemental Answers and Objections to Defendant My Pillow, Inc.'s Second Set of Interrogatories

6/14/2023 Plaintiffs' Third Supplemental Answers and Objections to Defendant My Pillow, Inc.'s First Set of Interrogatories

6/19/2023 Plaintiffs' Answers and Objections to Defendant My Pillow, Inc.'s Third Set of Interrogatories

7/21/2023 Plaintiffs' Third Supplemental Answers and Objections to Defendant My Pillow, Inc.'s First Set of Interrogatories

9/1/2023 Plaintiffs' Answers and Objections to Defendants' Fourth Set of Interrogatories

12/5/2022 Defendant Michael J. Lindell's Answers and Objections to Plaintiff's First Set of Interrogatories

12/5/2022 Defendant My Pillow, Inc.'s Answers and Objections to Plaintiff's First Set of Interrogatories

12/5/2022 Defendant My Pillow, Inc.'s Answers and Objections to Plaintiff's Second Set of Interrogatories

1/11/2023 Defendant Michael J. Lindell's Supplemental Answers and Objections to Plaintiff's First Set of Interrogatories

Documents Considered

Discovery Responses cont.

1/11/2023 Defendant My Pillow Inc.'s Supplemental Answers and Objections to Plaintiff's First Set of Interrogatories

1/11/2023 Defendant My Pillow Inc.'s Supplemental Answers and Objections to Plaintiff's Second Set of Interrogatories

4/7/2023 Defendant My Pillow Inc.'s Second Supplemental Answer to Plaintiff's Interrogatory No. 6

4/28/2023 Defendants' Answers and Objections to Plaintiffs' Third Set of Interrogatories

5/19/2023 Defendants' Supplemental Answers and Objections to Plaintiffs' Third Set of Interrogatories

6/16/2023 Defendant My Pillow's Second Supplemental Answer to Plaintiffs' Interrogatory No. 21 – verification page

8/4/2023 Defendant Michael J. Lindell's Second Supplemental Answers and Objections to Plaintiff's First Set of Interrogatories

9/1/2023 Defendant Michael Lindell's Third Supplemental Answers and Objections to Plaintiff's First Set of Interrogatories

9/1/2023 Defendant My Pillow, Inc.'s Third Supplemental Answers and Objections to Plaintiff's First Set of Interrogatories

9/1/2023 Defendant My Pillow, Inc.'s Third Supplemental Answers and Objections to Plaintiff's Second Set of Interrogatories

Depositions

7/14/2023 Jessica Maskovich and Exhibits

9/12/2023 Dawn Curtis and Exhibits

7/13/2023 Sarah Cronin and Exhibits

8/24/2023 Todd Carter and Exhibits

6/11/2024 Mike Lindell and Exhibits

6/14/2024 Brannon Howse and Exhibits

6/18/2024 Darren Lindell and Exhibits

6/19/2024 James Furlong and Exhibits

Documents Considered

Produced Documents

COOMER- SMT-LINDELL 000070 – COOMER – SMT – LINDELL 000152

COOMER -SMT-Lindell 000156 - COOMER-SMT-LINDELL 000249

COOMER -SMT-Lindell 000253 - COOMER -SMT- Lindell 000260

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